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1954 NARTB CONVENTION ISSUE

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23RD year

HE NEWSWEEKLY
F RADIO AND TV

WCCO

FIRST in

	RADIO	TV
Coverage	✓	✓
Audience	✓	✓
Ratings	✓	✓
¼ hr. Wins	✓	✓
More local live talent shows	✓	✓
Total business Local and Nat'l	✓	✓

WCCO CBS RADIO AND TELEVISION

CBS

MINNEAPOLIS ST. PAUL

RADIO *Clear Channel 830 K. C.* **TELEVISION** *100,000 Watts Channel 4*

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3.
2.
VIRGINIA TODAY
4.
1.
TVR
VISION
3
FEB.
1
Esso
YOUR Esso REPORTER
5
7.
6.

WTVR DOES A COMPLETE PROGRAMMING* JOB...

There's local programming know-how and effective showmanship at WTVR that caters to the desires and needs of its coverage area. Plus over 2 million dollars of program talent weekly as offered by the nation's four great networks . . . an extra ingredient when you buy WTVR. Now operating at maximum power (100,000 watts), from a new transmitting antenna soaring 1,049 feet, you get state-wide coverage that entertains and sells Virginians. Buy WTVR, the station Virginians are sold on.

*1. *"TV Hoedown" (musical)*
2. *"Grove Avenue Baptist Church" (religious)*
3. *"Sportlight" (sports)*
4. *"Virginia Today" (local news and weather)*
5. *"Menus in Miniature" (woman's home demonstration)*
6. *"The Story Book Lady" (children's)*
7. *"Your Esso TV News Reporter" (news)*

WTVR
RICHMOND VA.
HAVENS & MARTIN INC.
CHANNEL 6
the south's first television station

NOW OPERATING WITH MAXIMUM POWER
100,000 WATTS AT MAXIMUM HEIGHT—1049 FEET

WTVR | *A Service of Havens & Martin, Inc.*
RICHMOND, VIRGINIA • PHONE 5-8611

NATIONALLY REPRESENTED BY BLAIR TV, INC.

ALL

WBC

STATIONS WIN NATIONAL SAFETY COUNCIL AWARDS

To

KEX—*Portland, Oregon*
WOWO—*Ft. Wayne*
WBZ-TV—*Boston*
WPTZ—*Philadelphia*

. . . the Public Interest Award for 1953 in recognition of exceptional service to safety.

To

KDKA—*Pittsburgh*
KYW—*Philadelphia*
WBZ, WBZA, WBZ-TV
—*Boston*

. . . awards for exceptional service to safety on the farm in 1952-53.

Station logs show 217 programs and 12,140 announcements—a total of 271 hours—devoted to the promotion of safety during 1953—evidence of how importantly community service figures in WBC programming.

WESTINGHOUSE BROADCASTING CO., INC.

WBZ-WBZA • WBZ-TV—*Boston;* KYW • WPTZ (TV)—*Philadelphia;*
KDKA—*Pittsburgh;* WOWO—*Ft. Wayne* • KEX—*Portland, Oregon*

NATIONAL REPRESENTATIVES: *Free & Peters, Inc.*

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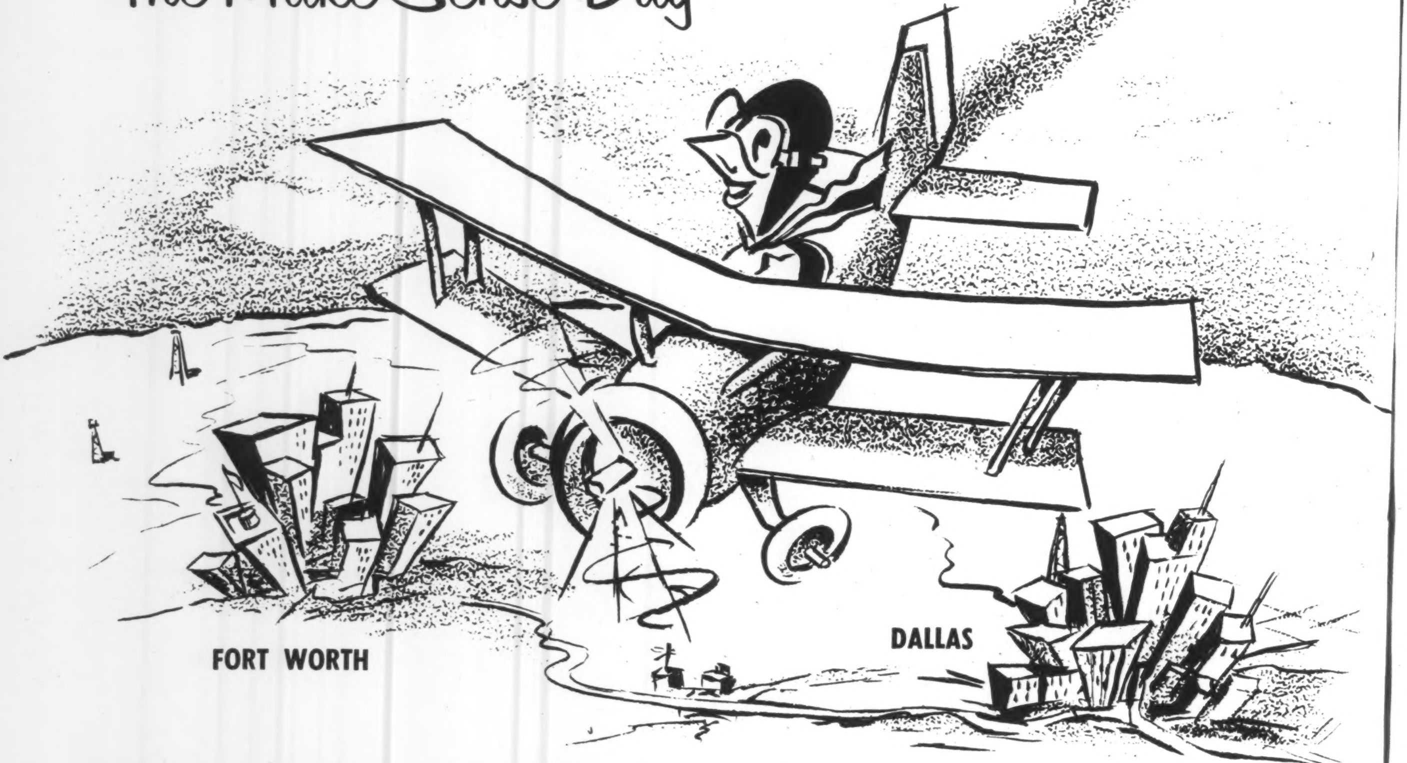
KRLD-CBS

delivers the largest combined audience in the Twin Dallas-Fort Worth Market of any radio station or frequency.

Pulse, February-March, 1954

"The Make Sense Buy"



Exclusive outlet for CBS Network Radio programs for both Dallas and Fort Worth

KRLD DALLAS

OWNERS AND OPERATORS OF KRLD-TV, 100,000 WATTS VIDEO

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE TIMES HERALD STATION ... THE BRANHAM CO., Exclusive Representative

John W. Runyon, Chairman of the Board . . . . *Clyde W. Rembert, President*

closed circuit®

OFFER OF $4,800,000 for his Erie radio and television properties (WIKK-WICU [TV]), plus WHOO-AM-FM Orlando, Fla., has been rejected by Edward Lamb, publisher-broadcaster-industrialist-lawyer. It's understood he turned down bid from former West Coast publisher-broadcaster because he intends to "clear my name" in FCC renewal proceedings before considering any proposals.

★ ★ ★

AROUSED OVER "one-way street" aspects of Senate Potter subcommittee hearings on plight of uhf, established vhf broadcasters are talking up formation of voluntary group to present to Senate committee story of vicissitudes of their medium before vhf turned economic corner. They're incensed, too, over radical proposal of Comr. Hennock that vhfs be cut down in power, antenna height and that there be general freeze on all new vhf operations (story page 117).

★ ★ ★

TENOR OF Senate Potter subcommittee hearings expected to agitate considerable activity at NARTB convention in Chicago this week. With one-week break before Potter hearings resume June 3, Television Board may act to ensure NARTB representation at hearings. Association's executive staff previously had vetoed participation on ground that association represents both uhf and vhf stations and could not take partisan position. But Vice President Thad Brown, who sat in on hearings, is now prepared to urgently recommend participation.

★ ★ ★

WEEKLY report on FCC chairmanship mystery: Nothing across. But FCC chairmanship is not only one left dangling. President Eisenhower allowed term of Chairman Gordon R. Clapp of Tennessee Valley Authority to expire last Tuesday and stated simply at White House news conference Wednesday that he's still looking for right man for chairmanship. Also vacant are two posts on Federal Reserve Board.

★ ★ ★

WHILE ROLE of Richard P. Doherty, former NARTB vice president, in formation of Television Advertising Bureau is advisory, it is no secret that several NARTB Tv Board members and executive staffers eye his post-NARTB activities with concern. Instead of *pro forma* consulting practice, they contend he is delving into creation of private "employe-employers-economic relations bureau" competitive with functions being performed by NARTB's departments.

★ ★ ★

REPUBLICANS will bank heavily on simulcasts in their media plans for fall congressional campaign. Republican National subcommittee, especially set up for purpose, expects to have plans by late September. Idea is to coordinate National Committee's spending along with GOP Senatorial and Congressional Campaign Committee funds. BBDO is GOP agency.

★ ★ ★

INSIDERS report that advertising agency people are not so "eager" to take on political parties as accounts. Difficulties are too many, they say.

★ ★ ★

ADD TO list of station groups, both formal and informal, to hold forth during NARTB convention this week, "Quality Stations of America," comprising number of top stations in key markets, both clear and regional. Group considering cooperative programming and selling project which might reach point of formalizing what has been make-shift plan during past year or so. Coordinating group, scheduled to hold its first session in Chicago yesterday (Sunday), is headed by John H. DeWitt, president of WSM Nashville, which has cradled much of top "folk music" talent in nation.

★ ★ ★

PROCTER & GAMBLE, Cincinnati, reportedly is appointing Benton & Bowles, New York, to handle advertising for its newest product, a yet-unnamed toothpaste. Media plans, it's understood, will include radio-tv tests followed by expanded campaigns.

★ ★ ★

TELEPROMPTER, boon of orators at national political conventions in 1952, will make auspicious debut at NARTB convention. It will be used by key speakers at all events. New type TelePrompTer lectern with synchronized left and right panels will be used.

★ ★ ★

LINCOLN-MERCURY Div of Ford Motor Co., for Lincoln and Mercury cars, is preparing availabilities for a six-week spot announcement campaign to break about June 6 on more than 500 stations. Agency, Kenyon & Eckhardt, New York, is awaiting client approval for go-ahead this week.

★ ★ ★

LEVER BROS., notified by CBS-TV that its *Big Town* must vacate Thursday night 9:30-10 p.m. time in schedule realignment to make room for new Chrysler buy (see story page 54), is not concerned about finding new time segment. Reason: Company has first option to buy alternate week of *People Are Funny*, Sundays at 7-7:30 p.m., on 115 NBC-TV stations. Toni Co. will sponsor other week of *People*. Lever always has been partial to Art Linkletter, m.c. on *People*, and may pick up that option, meanwhile holding *Big Town* film series in abeyance until ideal time presents itself.

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To inspire and further inter-religious understanding...

Aware of its responsibilities to the communities it serves, for the past five years WGAL-TV has presented a series of inter-religious telecasts every Sunday night at six o'clock, "Sanctuary Time."

A permanent committee of three, consisting of a man from each of the three major faiths, worked out the details of the series on a rotating schedule: Protestant, Catholic, Jewish.

Each Protestant program features a member of the Ministerial Association conducting an abbreviated service. The Catholic and Jewish programs are of a nature covering the various rituals and symbols of these religions.

Throughout its five years of service, WGAL-TV has striven to further inspire and strengthen inter-religious understanding with such programs as "Sanctuary Time." The complimentary mail response proves the value of this programming and its importance to the communities that WGAL-TV serves.

WGAL-TV

NBC • CBS • ABC • DuMont

LANCASTER, PENNA.

Steinman Station

Clair McCollough, *President*

Mr. Channel 8

Represented by

MEEKER TV, Inc.

New York **Chicago** **Los Angeles** **San Francisco**

at deadline

Wolverton Demands Networks Testify on Bryson Measure

DEMAND that networks testify regarding Bryson bill to prohibit advertising of alcoholic beverages on radio and tv and other media in interstate commerce was made Friday by Rep. Charles A. Wolverton (R-N. J.), chairman of House Commerce Committee holding hearings on suggested legislation (see early story page 132).

Raking stations as "monopolies," Rep. Wolverton grilled Ralph W. Hardy, NARTB vice president in charge of government relations, for two hours on practices of radio and tv stations regarding beer and liquor advertising and programming.

Mr. Hardy, who expressed NARTB's opposition to bill on ground it discriminated against broadcasting industry, was charged by Rep. Dwight L. Rogers (D-Fla.) with collecting information regarding beer commercials on air.

He also was ordered to investigate Dr. Sam Morris' alleged denial of air time by stations and networks. Dr. Morris, temperance leader, charged he was refused time to present temperance point of view. He claimed deliberate "boycott" of anti-liquor forces by radio-tv broadcasters.

Broadcasters were warned by Rep. Joseph P. O'Hara (R-Minn.) that unless they cleaned house, government would have to step in.

REGISTRATION RUSH

LAST-MINUTE rush of management and engineering registrations for NARTB Chicago convention brought total over 1,500 mark late Friday, according to C. E. Arney Jr., secretary-treasurer. Mr. Arney said banquet is complete sell-out with 1,516 tickets sold.

Zenith Counter-Claim Denied in RCA, GE Patent Suit

ZENITH's 1946 patent suit against RCA, GE and others, moved step closer to trial with ruling Friday by Judge Leahy of U. S. District Court in Wilmington, denying Zenith counter-claim in effect seeking dismissal of proceeding. Judge Leahy said: "Regard for long-standing elements of patent properties and their application to the basic clauses of the cross-licensing agreements, coupled with re-alignment of several misconceptions, punctures Zenith's argument." He added that Zenith claim of co-ownership "is finally proved bogus" based on admitted fact and analysis of the agreements.

• BUSINESS BRIEFLY

SPEIDEL PICKUP • Speidel watch bands, present alternate-week sponsor of *Name That Tune* (Mondays, 8-8:30 p.m. on NBC-TV), which will be ousted next season for Sid Caesar show, understood contemplating pickup of its first option on Caesar show along with other advertisers. Meanwhile it was reported that Carter Products is considering substituting *Place the Face* with *Name That Tune* next season, Thursdays, 10:30-11 p.m. on CBS-TV. SSC&B, N. Y., is agency for Speidel and Carter.

'STRIKE IT RICH' CONTINUES • Colgate Palmolive Co., Jersey City, to continue *Strike It Rich* show on CBS-TV Wednesdays, 9-9:30 p.m., during at least part of summer, but reportedly is considering other shows for possible replacement. *Strike It Rich* program has had turbulent year with attack by New York welfare officials and resultant court case. William Esty Co., N. Y., is Colgate agency on program.

FORD CONSIDERS 'SPECTACULAR' • Ford Motor Co., Detroit, for institutional advertising, through Kenyon & Eckhardt, N. Y., understood contemplating sponsorship of one of NBC-TV's every-fourth-week "spectaculars".

PITCH FOR P&G • Several agencies, including Kenyon & Eckhardt, N. Y., have been pitching for some of Procter & Gamble's advertising business during past 10 days.

UHF'ERS ASK SUBSIDY, VHF DIRECTIONALS; FRIEDA CRIES

(See early story page 117)

WINDUP witnesses in third and final day of first phase of uhf hearings before Senate Potter subcommittee Friday asked committee to make plans for eventual move of all tv to uhf; provide for directional antennas designed to limit existing vhf stations to single market coverage; restrict color to uhf and encourage Small Business Administration to relax regulations to advance loans on uhf properties to help them over hump.

Despite pleas for "immediate" relief lest more uhf stations fold, Chairman Potter (R-Mich.) of subcommittee indicated in closing hearings that there would be no definite action until all testimony was in. Hearings resume June 3. Reports had become widespread that committee might ask FCC to hold up on new authorizations pending decision.

Meanwhile, NARTB President Harold Fellows telegraphed Sen. Potter to express hope that no action would be taken until all testimony is in. Several other entities not previously scheduled to appear reportedly took similar action.

Friday's nine-hour session—hit with emotional explosion by Comr. Frieda B. Hennock charging Congress must share blame for uhf problem for pressuring FCC into quick vhf grants—was highlighted by specific recommendations of Uhf Tv Industry Coordinating Committee, expressed by counsel Benedict P. Cottone. They were to:

(1) Suspend all new grants or modifications; (2) suspend all grants made during past 30 days; (3) freeze all requests for interim operation under special temporary authorizations; (4) keep these suspensions in effect until committee rules; (5) find ultimate solution is to move all tv to uhf; (6) provide transition period during which vhf stations can amortize plant costs and permit turnover of receivers in hands of public.

For first time in three-day hearing, suggestions were made that government subsidize uhf stations through Small Business Administration loans. These were made by Philip Merryman, WICC-TV Bridgeport, Conn. (ch. 43), and S. H. Patterson, KSAN-TV San Francisco (ch. 32), both uhf operators.

Mr. Merryman, who suggested tv directionals, will resume his testimony June 3.

Comr. Hennock's tearful outburst followed persistent questioning of FCC Chairman Rosel Hyde by Sen. Edwin C. Johnson (D-Colo.) on issue of "serious monopoly" in vhf and moving all tv to uhf to cure it.

Comr. Hennock charged Congress as well as FCC is responsible because Commission offered uhf in good faith and "for 5½ years nobody ever said anything was wrong with uhf." In rising tumble of words and tears, she continued:

If you want me to tell you the truth, when you Senators call this Commission to tell us to hurry up and "give us television in our community, and give it to us tomorrow," and in the most unethical manner known to man . . . I am ready to cry and give up and if you want to know the rest of my statement I will give it to you before I am through with this hearing.

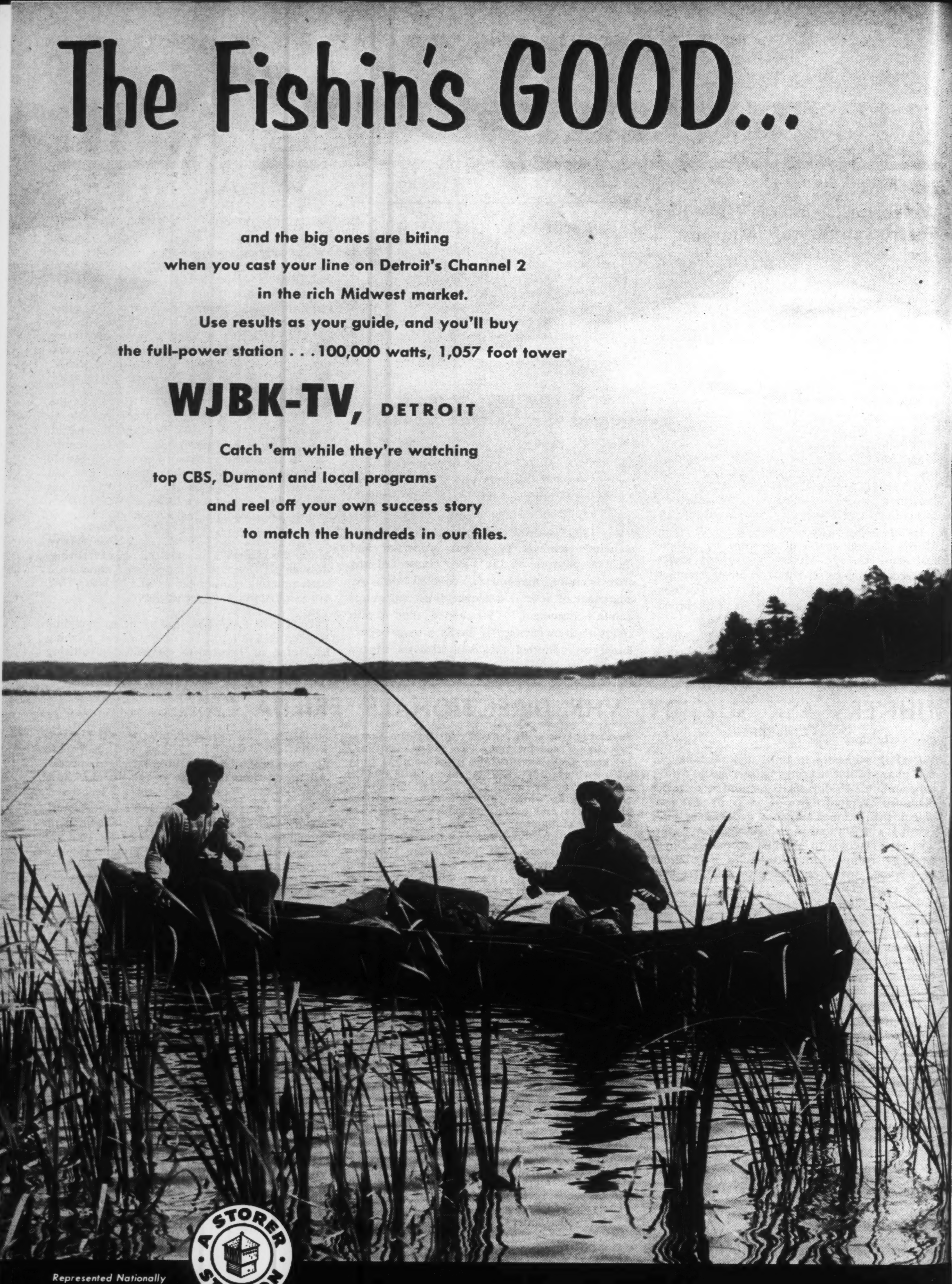
Questioned later by reporters, Comr. Hennock said "I intend to beat this monopoly or resign." Pressed about what monopoly, she answered, "the monopoly of the two big networks, CBS and NBC." She said she would do this "by making the uhf stations a success. All the stations could go to the 70 uhf channels."

Comr. Hyde refuted Sen. Johnson's vhf monopoly charge and explained wide ownership spread and FCC ownership rules. He held vhf is needed as uhf alone couldn't provide national competitive system. He was supported by Comrs. George E. Sterling, E. M. Webster and Robert E. Lee.

Other witnesses included: William A. Roberts, counsel for Uhf Tv Assn. (see page 130); Lou Poller, ch. 25 WCAN-TV Milwaukee (page 127); Jack Garrison, ch. 14 KACY (TV) Festus-St. Louis, now suspended; Ronald Woodyard, ch. 22 WIFE (TV) Dayton, also suspended; Robert J. Campbell, Dayton Education Foundation; Don Burton and William Craig, ch. 49 WLBC-TV Muncie, Ind. (page 127); Morris Berman, New York Society of Engineers, who proposed mile-high towers; Sarkes Tarzian, ch. 4 WTTV (TV) Bloomington, Ind. (page 127); Vincent J. Lutz, Assn. of Tv Service Cos., St. Louis, who related public investment in uhf sets there; Larry H. Israel, ch. 16 WENS (TV) Pittsburgh; J. P. Beacom, ch. 35 WJPB-TV Fairmont, W. Va.; S. W. Townsend, ch. 45 WKST-TV New Castle, Pa.; Mortimer W. Loewi, ch. 17 WITV (TV) Ft. Lauderdale.

Mr. Woodyard, supporting chief recommendations of Comr. Hennock (page 118), called for immediate directionalization of every vhf frequency to allow more vhf assignments. He said some authority should be found to restrain networks from serving more than one station in any market and urged law forbidding network ownership of stations. He asked for probe of Dayton radio-tv stations' programming records to support views.

Mr. Garrison said KACY's failure was not fault of poor planning, asserted unless committee acts promptly all uhf stations will black out in St. Louis area with combined $3 million in losses and putting public in hole $25 million in losses on uhf conversion.



The Fishin's GOOD...

and the big ones are biting
when you cast your line on Detroit's Channel 2
in the rich Midwest market.
Use results as your guide, and you'll buy
the full-power station . . . 100,000 watts, 1,057 foot tower

WJBK-TV, DETROIT

Catch 'em while they're watching
top CBS, Dumont and local programs
and reel off your own success story
to match the hundreds in our files.

A STORER STATION

Represented Nationally
by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

Uhf WBEY (TV) Deleted; KOY-TV Phoenix Dropped

DELETION of ch. 21 WBEY (TV) Beckley, W. Va., ordered by FCC Friday for lack of prosecution by grantee, Appalachian Tv Corp. Commission also announced deletion of ch. 10 KOY-TV Phoenix, Ariz., share-timer bought for $200,000 by KOOL-TV there, now full-time [B•T, May 10]. Post thaw deletions total 80 (13 vhf, 67 uhf).

Transfers Filed

TRANSFER bids filed with FCC Friday: General Teleradio's $2.5 million acquisition of WHBQ-AM-TV Memphis from Harding College [B•T, March 8] and contingent lease of KGB San Diego by General Teleradio to Manager Marion Harris for $27,500 per year with option to buy in 1960; Booth Radio & Tv Stations Inc.'s $115,000 purchase of WIBM Jackson, Mich. [B•T, May 10], and $150,000 purchase of WTMA Charleston, S. C., by Charles E. Smith and associates in WTBO Cumberland, Md. [B•T, April 12].

KETX (TV) Bankruptcy Suit Dropped

INVOLUNTARY bankruptcy suit for $11.000 by three local creditors against ch. 19 KETX (TV) Tyler, Tex., dismissed Friday by U. S. District Court, but GE's $350,000 foreclosure suit on equipment, plus another local suit, await court's call to hearings. Still on air with "economy operation" [B•T, May 3], KETX has filed cross suit against GE.

Toni Co. Announces New Shows

TONI CO. Friday announced summer lineup of new radio-tv shows, bringing overall total to 12 radio and 11 tv programs.

Earlier Toni announced entrance into cosmetic market with new Viv lipstick, to be supported by $5 million ad campaign. Product will be promoted by participations in new lineup. Breakdown of programs includes: network radio, *People Are Funny, One Man's Family, Stella Dallas* and *Young Widder Brown,* all on NBC; *Helen Trent, Peter Potter's Jukebox Jury, Tennessee Ernie,* on CBS, and participations in Gillette *Cavalcade of Sports.* New tv network additions: *Bob Crosby Show, Garry Moore Show, Jack Paar Show,* all on CBS-TV; *People Are Funny, College of Musical Knowledge, Dollar a Second,* all on NBC-TV, and participations in *Cavalcade of Sports* on NBC-TV.

RCA Offers New Tv Package

RCA Recorded Program Services' entry into field of tv distribution of feature films, offering 18 full-length productions, is being announced during NARTB convention. Special package rate is being offered covering all 18 films, some of which have not been seen on tv or in theatres before. Group is called "Empire Film Package," and includes "Amazing Adventure" with Cary Grant, "Wings of the Morning" with Henry Fonda, and "Broken Barrier," never before seen in U. S.

Hearings Resume Today

ARMY-McCARTHY hearings, which resume today (Mon.), will be carried on 51 stations over ABC-TV and 10 stations over DuMont Television Network, it was reported Friday. ABC-TV researchers estimated that three out of every five television homes in U. S. will be able to view hearings over ABC-TV in 47 markets in which they are carried. In Pittsburgh, WENS (TV) (ch. 16) reported to ABC-TV Friday it had sold that network's coverage of the hearings to a local sponsor.

MILWAUKEE MERGER

INITIAL decision proposing grant of ch. 12 at Milwaukee to Milwaukee Area Telecasting Corp. issued by FCC Examiner Herbert Sharfman Friday following merger proposal earlier in week in which former competitors would get part interest in tv venture: WFOX and WEMP, 30% each; Kolero Telecasting Corp., 10%. Milwaukee Area would retain 30%. WFOX is to be sold. Earlier in week FCC refused last-minute bid by Lou Poller's ch. 25 WCAN-TV there for switch to ch. 12 with proposal looking toward eventual dual operation on both chs. 12 and 25 pending public choice of best service.

ASCAP Considers Nominal Fee To Small Market Uhf Outlets

PROPOSAL of Walter Reade Jr., president, WRTV (TV) (ch. 58) Asbury Park, N. J., that ASCAP waive its normal contract requirements for small uhf tv stations and accept token payments instead is being studied by ASCAP officials, spokesman said Friday. In absence of Stanley Adams, ASCAP president, who left Wednesday for Europe, Jules Collins, business manager, will reply.

Mr. Reade said that "the main reason for ASCAP's interest in WRTV is for license control rather than income." He asked ASCAP to "reconsider this type of contract and instead take a small token payment, say $25 a quarter, to indicate ASCAP's confidence in small town tv and to encourage us to render the community service we are all desperately trying so hard to give."

Raibourn Sees Speed Up In Development of Color

"COLOR SETS will come down in price much faster" than anticipated in industry, Paul Raibourn, vice president and director of Paramount Pictures Corp., said Friday. Addressing luncheon of Chicago Television Council, Mr. Raibourn suggested uhf problem might best be solved by color and pay-as-you-see tv, but he said he hoped "no one will get the idea that color will be a cure-all to all the industry's economic ills." Mr. Raibourn cited recent Palm Springs test of International Telemeter Corp., of which he is board chairman.

NBC Signs WGR Buffalo

SIGNING of WGR Buffalo (550 kc, 5 kw) as affiliate of NBC, effective June 1, was announced by network Friday. In NBC lineup, station replaces WBEN Buffalo, which is moving to CBS Radio. WGR ownership changed hands May 1 when Niagara Frontier Amusement Corp. (now WGR Corp.) acquired control. Same owners, headed by President George F. Goodyear, own WGR-TV, new ch. 2 outlet in Buffalo and also affiliated with NBC [B•T, April 19].

PEOPLE

ROBERT HOFFMAN, Chicago sales manager of Television Programs of America since September and previously with NBC and United Television Corp., promoted to midwestern division manager of TPA with headquarters in Chicago.

ROBERT T. SHEERAN named manager of Boston bureau of United Press, Bert Masterson, New York-New England division manager, announced Friday.

DAVE GRIMM, previously sales manager for Newark branch of Shaw-Walker, office equipment firm, to sales staff of New York office of Robert Meeker Assoc., station representatives.

RICHARD R. MORGAN, former executive secretary of Allied Motion Picture Theatre Operators of Western Pennsylvania, joins ABC Film Syndication as assistant to George T. Shupert, president, in general business affairs.

ROBERT A. FOX, chief engineer, WGAR Cleveland, has resigned effective June 1 and is moving to Florida. A veteran of 30 years in radio and electronics, he has not announced further plans.

Philip Morris Net Gain

PHILIP MORRIS & CO. released annual report Friday showing consolidated net income after taxes for fiscal year ended March 31 amounted to $12,421,638 and consolidated net sales to $294,902,434, as compared with net income last year, before acquisition of Benson & Hedges, of $11,345,200 and sales of $314,894,718. Pacing company's advertising effort, report said, was *I Love Lucy* program on CBS-TV. Philip Morris also carried *Public Defender* on CBS-TV; *My Little Margie* on CBS Radio, *Story of Ruby Valentine* and selected radio spot advertising, in addition to schedule of newspaper and magazine advertising for estimated total 3,208,000,000 Philip Morris advertising messages to nation last year.

Muzak Develops New Tape

NEW MAGNETIC tape and special mechanism to play it have been developed by Muzak Corp., whose officials say tape is capable of transmitting four programs simultaneously and will run for eight hours unattended; that machine can pre-select desired types of music, and permits "watermarking" of Muzak programs as guard against piracy. Result: Muzak plans to switch from disc to new magnetic tape operation Aug. 1; and whereas communities of less than 200,000 formerly were considered too small for profitable Muzak operations, company now feels it can go into cities of 25,000 to 50,000 as well, and plans to offer franchise to local broadcasters.

Consider Hour for Skelton

CBS-TV understood to be considering extending *Red Skelton Show,* now Tuesdays at 8:30-9 p.m., to full hour, 8 to 9 p.m., for sale to three advertisers. Present show in 8-8:30 period, *Gene Autry,* sponsored by Wrigley Co., might move to Saturday, 7-7:30 p.m.

WGKV Officers

NEW OFFICERS of WGKV Charleston, W. Va., include Lawrence H. Rogers, president and general manager; William D. Birke, vice president and treasurer; Leroy E. Kilpatrick, vice president and secretary. Charles N. High will be station and commercial manager. Operating personnel under the new management will be largely unchanged.

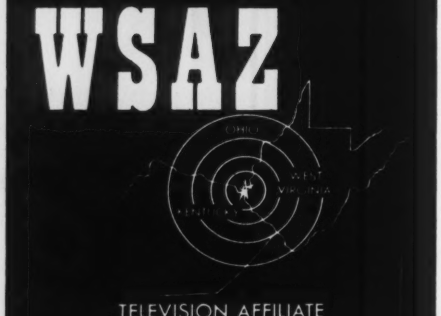
RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

SUCCESS
LATE NIGHT
Excellent Sales
Job for me . . .
(Sponsor Quote)

600
T-SHIRTS
SOLD
IN A TWO-DAY
PERIOD AND
ADVERTISED
only
ON THE LATE SHOW
★
WSAZ
DELIVERS
THE AUDIENCE!
★
National Representatives
THE KATZ AGENCY

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ



TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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WMBR RADIO

. . . in Jacksonville, Florida . . . your best buy 4 to 1!

WMBR Radio in
Jacksonville is first
in 252 out of 360
quarter-hours . . . from
6:00 am to 12:00 midnight
Monday through Friday!*

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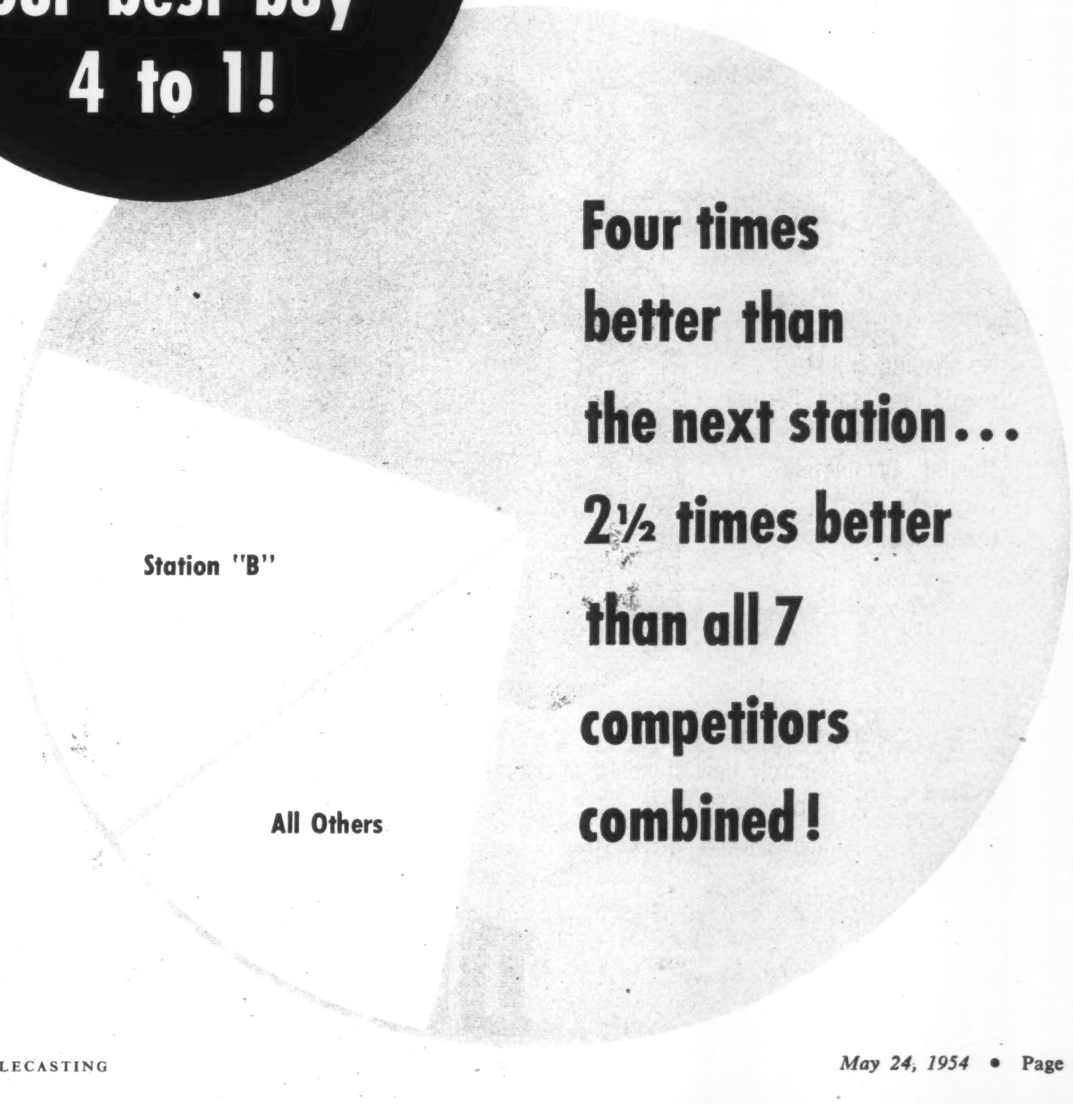

Four times better than the next station . . . 2½ times better than all 7 competitors combined!

**Source: Pulse; Feb.-Mar., 1954*

Any way you look at it...

- Excellent color fidelity. Special Masking Amplifier plus overall quality of system results in superlative reproduction.
- Continuous film movement. No intermittent action. Optical immobilizer eliminates claws and shutter.
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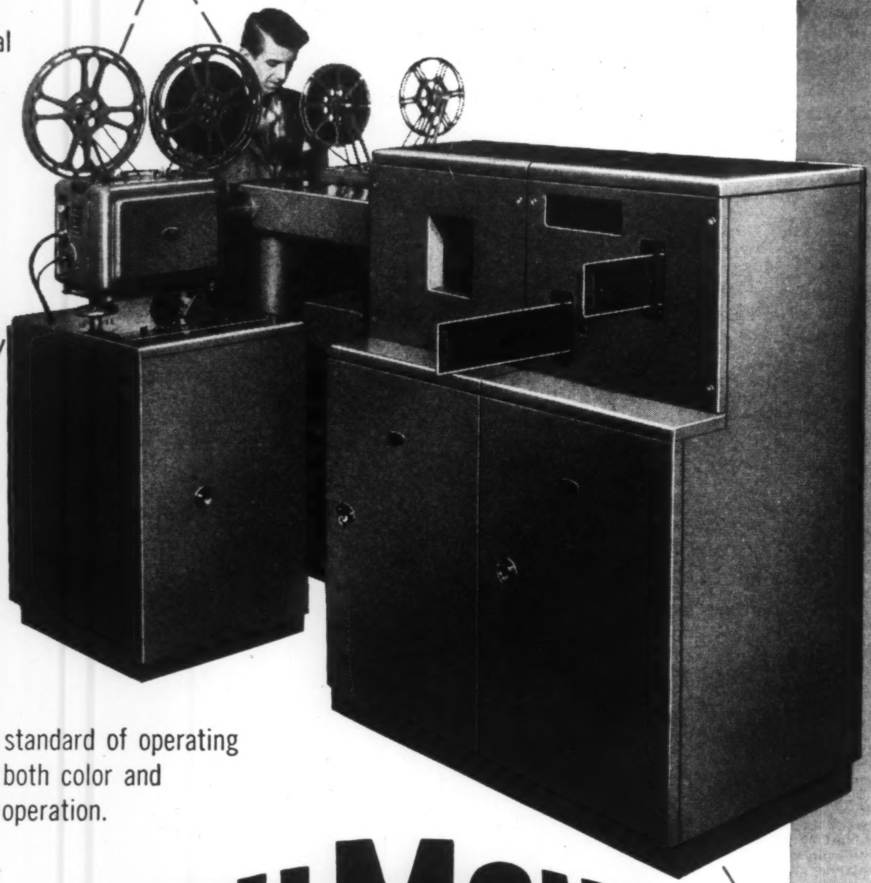

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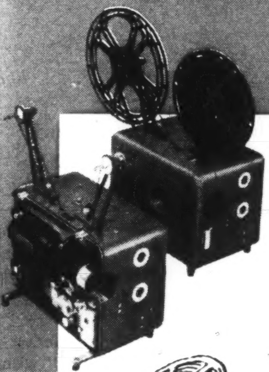


Here is the one system that puts you years ahead . . . whether for monochrome or color. The Du Mont Color Multi-Scanner permits you to be ready for the day you start color broadcasting, and at the same time provides a means of monochrome-film, slide and opaque pickup surpassing all other systems in quality of performance, operating economies and dependability. Yes, sir . . . anyway you look at it . . . you're years ahead with the Du Mont Color Multi-Scanner — the only continuous-motion scanner now *IN PRODUCTION!*

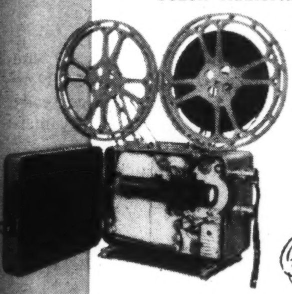
16 mm. COLOR FILM

COLOR TRANSPARENCIES

. . . FOR COLOR

Permits the average television station to prepare for color now, without the large investment required in specialized color equipment. The cost of the system may be amortized over both current monochrome broadcasting operations and future color operations.

The Color Multi-Scanner eliminates registration and other technical problems inherent in triple pick-up tube camera designs. The single scanning tube along with the unparalleled sensitivity of the Du Mont Multiplier Phototube results in a color signal source far surpassing that of other systems.



16 mm. FILM MONOCHROME

MONOCHROME TRANSPARENCIES

. . . FOR MONOCHROME

The Color Multi-Scanner can go right to work on monochrome transmission. Utilization of the same equipment provides fine quality black and white reproduction. At the flick of a switch—your choice of color or monochrome—it's as simple as that!

The Color Multi-Scanner is basically the same as the famous Monochrome Multi-Scanner with the exception of a light-splitting mirror system and additional unitized channel amplifiers. All operational advantages and economies have been retained.

MONOCHROME OPAQUES

. . . AND OTHER DU MONT COLOR EQUIPMENT

Incorporated in the Du Mont Color Multi-Scanner and available as a separate unit for improving other color signal sources, the Du Mont Color Masking Amplifier adds new realism to color signals. It permits compensation for dye and filter deficiencies and adds new qualities to any color setup.

Get details on the complete line of Du Mont color transmitting accessories. As always . . . in color or monochrome . . . it's Du Mont to be first with the finest!

TELEVISION TRANSMITTER DEPARTMENT **ALLEN B. DU MONT LABORATORIES, INC.** **CLIFTON, N. J.**

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SELLING TIME

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★ MORE MONEY

★ MORE SALES

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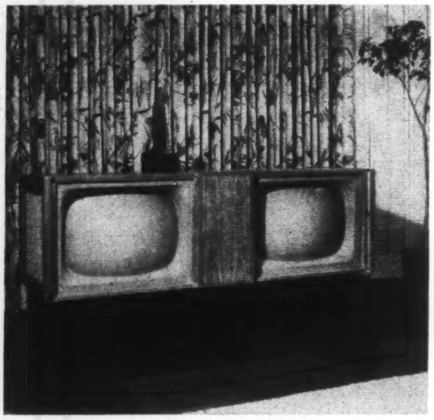


EDITOR:

This is the set for watching your competition.

Frank Stanton
President
CBS Inc., New York

Something for Nothing

EDITOR:

Another voice twitters in the wilderness—and asks the help of BROADCASTING • TELECASTING.

Lately the use of "new" or "Special Press" releases has grown beyond the point of being just an itching nuisance. The disturbing thing is the numbers of well founded companies resorting to this sort of tactic in trying to get something for nothing.

I personally appreciate the articles which B•T has run dealing with this problem. Would it not be in order to continue to try and combat the acceptance of such material by broadcasters? Viewing the volume of stuff received each week leads me to believe that a goodly number of stations *are* giving away their product. Without saying, this is at least detrimental to the industry.

Again—my thanks for the efforts already shown by B•T on this subject; and my plea for continued opposition.

Stephen P. Cole
General Manager
WMTE Manistee, Mich.

KPFA Story Retold

EDITOR:

I note in a recent issue of your magazine [B•T, May 10] a report for which you evidently received no earlier correction. It is a report you carry under the head "24 on Advisory Board Resign From KPFA (FM)."

Dean Frank Freeman has erred in stating that the 24 persons were (1) advisory members (2) two-thirds of the advisory board or (3) that the 24 persons constituted the main source of funds for the station.

Of the 24 who "resigned," nine were members of a defunct group called the Advisory Council. . . . Of the remaining 15 resignees, one was a member of no group connected with KPFA . . . One man disassociated himself from the group after the first announcement including his name. . . . The remaining 13 were members of a 42-person letterhead . . . used for prestige purposes . . . several years ago. The nine advisory members who resigned were members of a 26-person Advisory Council and so hardly make up two-thirds.

As to the claim that 24 persons "constituted the main source of funds for the stations," . . . many of the group of 24 . . . have never contributed or subscribed.

Roy C. Kepler
KPFA (FM)
Berkeley, Calif.

Missing City

EDITOR:

On page 121 of the May 10 issue you show a special listing of BMI program clinics. You list an "unnamed city" in Idaho as the meeting place for the BMI clinic . . . The meeting date is June 16.

The BMI clinic in Idaho will be held at the Bannock Hotel, Pocatello, Idaho. Will you please make this change?

Henry H. Fletcher
General Manager
KSEI-AM-FM Pocatello, Idaho

Compliment on Bryson Stand

EDITOR:

I wish to compliment you on your valiant and fiery oposition to the Bryson bill. The only people, as a general rule, who favor liquor advertising restrictions and/or total prohibition are those hell-fire-and-brimstone characters who are members of the ever-needling "reformer" segment of society.

Radio and television are broad-minded industries, thank God! They cannot, with a clear conscience, lie down and let the "reformers," led by politicians who are seizing the opportunity to attract votes, trample on them. Radio and tv should assert, to these radicals, their determination not to act as forced and willing exponents of freakish and unstable drives.

The right to drink is a right which has come down through the ages with mankind.

Dale P. Bell
Dodge City, Kan.

Pictures Can Lie

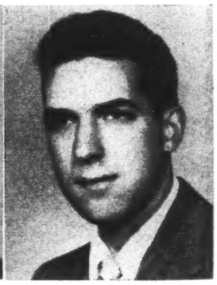
EDITOR:

On page 110 of your issue of May 17 you have an error in the photographs of Mr. Neuhauser and Mr. Katz. The names are correctly located, but the photographs should be interchanged.

I am not sure what can be done about it at this point, but you may have some ideas on how to correct the error. . . .

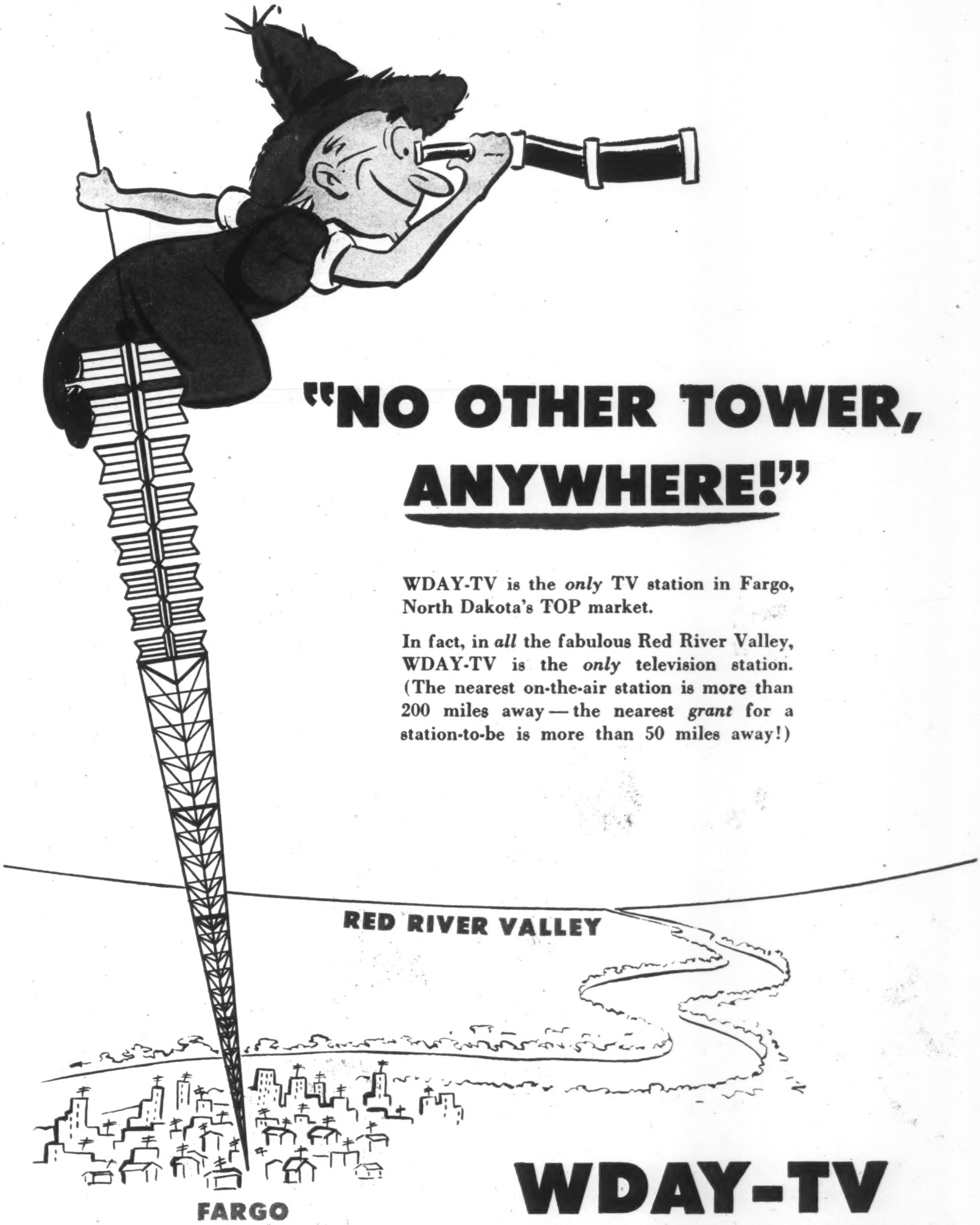
Ben Adler
Adler Communications Labs
New Rochelle, N. Y.

MR. KATZ



MR. NEUHAUSER

[EDITOR'S NOTE: Herewith the correct pictures of Louis Katz, head of the development staff of Adler Communication Labs, and Robert G. Neuhauser, engineer in charge of pickup tube design, RCA.]



"NO OTHER TOWER, ANYWHERE!"

WDAY-TV is the *only* TV station in Fargo, North Dakota's TOP market.

In fact, in *all* the fabulous Red River Valley, WDAY-TV is the *only* television station. (The nearest on-the-air station is more than 200 miles away — the nearest *grant* for a station-to-be is more than 50 miles away!)

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated With NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., *Exclusive National Representatives*

1 SPONSOR OR 7 PARTICIPATING SPONSORS...

you'll sell this NEW R

"Penthouse Party"

starring **NELSON EDDY** *as host*

with Gale Sherwood and a Star-Studded Guest List

Eddie Fisher

Gloria DeHaven

George Wright

Concert Hall String Quartet

Joseph Fuchs
(concert violinist)

The Knickerbocker Four

Earl Wild

June Christy

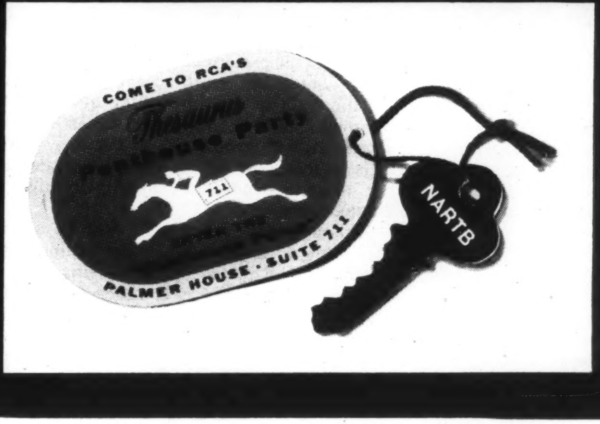
Frank Froba & His
Honky Tonk Three

Th

RCA *Thesaurus* Variety Show!

30 MINUTES OF BIG-NAME RADIO SHOWMANSHIP— 5 TIMES WEEKLY

Johnny Desmond
Fran Warren
Art Van Damme
June Valli
Hank Snow
Theodore Paxson *(at the piano)*
Sons of the Pioneers



HERE'S AN EASY-TO-SELL THESAURUS VARIETY SHOW THAT WILL MAKE MONEY AND BUILD AUDIENCES FOR YOU

"Penthouse Party," starring your host NELSON EDDY, is a great showcase for sponsors' products.

In millions of homes all over the nation, NELSON EDDY means top entertainment for every member of the family. With big-name stars such as Eddie Fisher, Gloria DeHaven, June Valli, Hank Snow, concert violinist Joseph Fuchs and Johnny Desmond appearing as guests, "Penthouse Party" will give top commercial impact for any product or service.

NELSON EDDY, the host and star of the show, started a whole new film musical tradition with 19 fabulously successful movies . . . sold millions of phonograph records . . . today he's breaking attendance records in night clubs from coast to coast . . . some of the biggest names in American business sponsored his network shows. And now, with all of this popularity and prestige, NELSON EDDY joins the *money-making* roster of *sure-selling Thesaurus* big-name stars.

That's why, whether you go after one sponsor or *seven,* you'll find this informal variety show will practically sell itself.

"Penthouse Party's" network quality production is complete with NELSON EDDY voice tracks, introducing all his big-name guest stars; opening and closing themes, lead-ins, pre-broadcast and on-the-air audience promotion announcements.

SELL ANY OF THESE THESAURUS SHOWS AND YOUR LIBRARY PAYS ITS OWN WAY!

Phil Spitalny's "Hour of Charm"
"Date in Hollywood" (Eddie Fisher and Gloria DeHaven)
"Music Hall Varieties" (Joe E. Howard and Beatrice Kay)
"The Melachrino Musicale"
"Hank Snow and his Rainbow Ranch Boys"
"The Sammy Kaye Show"
"The Freddy Martin Show"
"Music By Roth"
"The Wayne King Serenade"
"Quickie-Quiz"
"Baseball Today"

And many more—complete with sponsor-selling brochure, audience-building promotion kit, sales-clinching audition disc.

Write, wire, phone today: **DEPT. B-5**

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#1 in the afternoon!

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IN

Winston-Salem

NORTH CAROLINA

. . . the hub of a rich, fast-growing 15 county market in the industrial heart of the . . .

#1 State in the South

Whatever your product or service—you will sell more of it faster to more people when you use the . . . . . .

#1 STATION

NBC AFFILIATE

600 KC—5 KW
AM - FM

WSJS

Represented by
HEADLEY-REED CO.

ATOMIC ATTACK

Network: ABC-TV
Time: Tues., 9:30-10:30 p.m. EDT
Series: Motorola Tv Hour
Producer: Herbert Brodkin
Director: Ralph Nelson
Settings: Fred Stover
Technical Director: George Weber
Assistant to Producer: Phillip Barry Jr.
Production Assistant: Edith Hamlin
Composer-Conductor: Ralph Norman
Lighting: Imero Fiorentino
Audio Engineer: William Blumel
Cast: Phyllis Thaxter, Robert Keith, Walter Matthau, Audrey Christie, Patsy Bruder, Patty McCormick, Bill Kemp, Daniel Reed, Elizabeth Ross, Jennie Gary
Sponsor: Motorola Inc.
Agency: Ruthrauff & Ryan
Production Cost: Approximately $33,000

IF ANYONE who has ever tried to imagine what would happen if our nation was subjected to an atomic bombing—and who hasn't?—was watching ABC-TV at 9:30-10:30 last Tuesday evening, he must have had a fine time seeing how closely his ideas matched those of the creators of "Atomic Attack," hour tv drama by David Davidson, suggested by Judith Merril's novel "Shadow on the Hearth." The production was seen on *Motorola Tv Hour*.

The telecast opened with the Mitchell family of four at breakfast in their suburban home in Westchester, "about 50 miles from New York City." Father left for the station, taking the girls, teen-age Barbara and first-grader Ginny, to school on his way. Mother was well into her houshold chores at 10:50 a.m. when the house shook and a menacing roar was heard, with the sirens immediately following.

RADIATION SICKNESS
It could happen in Westchester

Aghast, Gladys Mitchell tried to call her husband's office, but the phone was dead. She started to rush out the door to get her children at school when she was stopped by the radio, which she had tuned to the Conelrad frequency as instructed. The Civil Defense announcer told everyone to stay at home, that children at school were being taken care of and that for the time being there was no chance of communicating with anyone in the city.

The children were finally delivered home by school bus, followed shortly by Barbara's science teacher who feared she may have been exposed to radiation. The block air raid warden, who had left instructions at the Mitchell home, sent a Civil Defense doctor with a geiger counter and both girls were reported unaffected by radiation. The warden soon returned with two women, a man and a child, evacuees from the city, who were being billeted with the Mitchells.

At this point, melodrama took over: The refugee women went into extended hysterics; the science teacher, a pacifist, who was hiding from the authorities in the Mitchell cellar, used a shotgun to protect the household from looters who tried to break in, which launched a spate of high-flown philosophy about man's conscience and his responsibility to himself and to his neighbors; the younger daughter ran outside to rescue her pet horse, a stuffed toy which was saturated with radiation, and at the end of the drama, ten days after the bombing, her mother and sister were starting the long course of treatments which might succeed in restoring her health.

Despite, or perhaps because of the melodramatic coating, the telecast got over, clearly and emphatically, the basic elements of the proper behavior following an atomic attack. If these instructions are remembered and if any watcher is stimulated to join some branch of his local Civil Defense setup, the program will be good proof of the commercial broadcasters' educational theory of teaching through entertainment. If not, at least the audience enjoyed an hour of thrilling drama, well produced and unusually well acted, with outstanding performances by Phyllis Thaxter in the starring role of Gladys Mitchell and by Patsy Bruder and Patty McCormick as her two daughters.

* * *

TRUTH OR CONSEQUENCES

Network: NBC-TV
Time: Tues., 10-10:30 p.m. EDT
M.C.-Host: Jack Bailey
Executive Producer: Ralph Edwards
Producer: Ed Bailey
Writers: Phil Davis, Mort Lach and Cal Howard
Sponsor: P. Lorillard Co. for Old Gold cigarettes
Agency: Lennen & Newell Inc.
Point of Origination: Hollywood

LAST Tuesday *Truth or Consequences,* radio's old comedy quiz-stunt show, made a belated transition to television on NBC-TV. Only its most unenlightened fans of yesteryear could claim that its arrival on the video scene was better late than never.

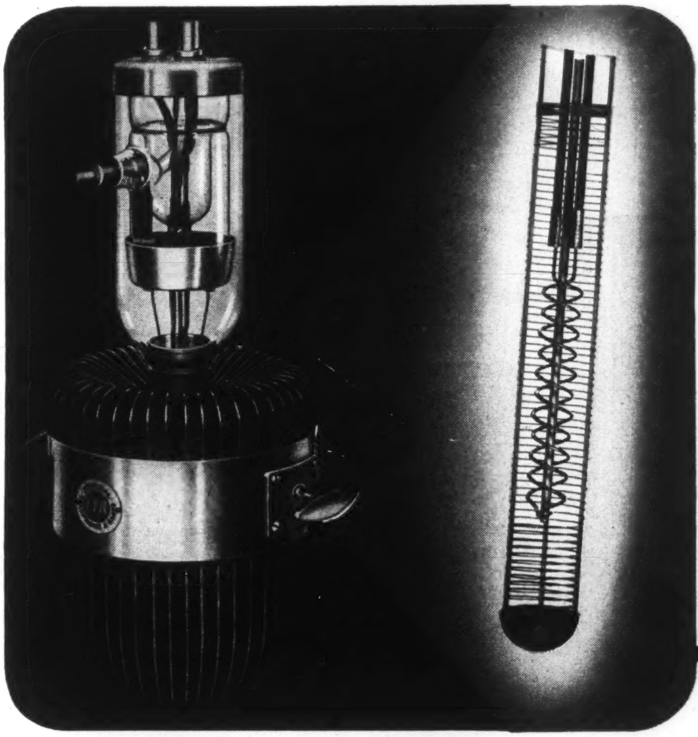
Of course, the *Truth or Consequences* premiere was quite a joyous occasion. To guide the weekly show through its frolicsome course is Jack Bailey, host-m.c. on *Queen for a Day,* who performs similar tasks on the new tv series. Last week he saw to it that things were just as jolly as they had been on radio for years when Ralph Edwards, who is probably the jolliest of all entertainment hosts, was the shining light of the program. Outside of the personality switch, things on tv's *Truth or Consequences* are pretty much the same as they were on radio.

The format is identical. The jokes are also the same. The consequences, which the good-sport contestants must accept if they fail to tell the truth in response to the question asked of them, follow the same fantastic pattern established in radio. Last Tuesday, nobody went to the South Sea Islands to sell sun lamps but that's no indication that they might not do that some day.

Although Mr. Edwards is not in sight of the camera, his programming philosophy is evident for all to see. He is serving as executive producer of the new series which shows many a sign of the Edwards touch.

If there is one thing Mr. Edwards loves it's a happy home and a family reunion. And so last week one of the contestants was a dear little lady whose three sons were serving their country in separate parts of the world. They *were* at least until Mr. Edwards got wind of it. Then guess who TWA flew to Hollywood

Here's the tube that gives WMCA FREEDOM FROM ARC-OVERS—LOWER HUM!

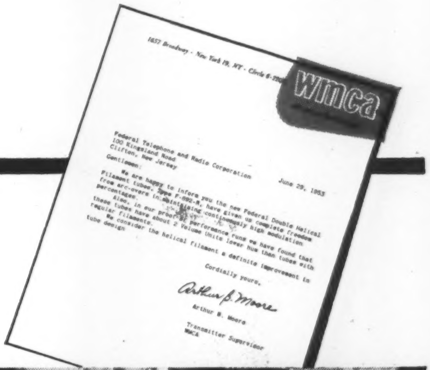


Federal's F-892-R

with the Federal-developed and service-proved

DOUBLE HELICAL FILAMENT

- ***Does away with bowing***
- ***Greatly increases tube performance and life***



1657 Broadway · New York 19, NY · Circle 6-220

wmca

Federal Telephone and Radio Corporation
100 Kingsland Road
Clifton, New Jersey

June 29, 1953

Gentlemen:

We are happy to inform you the new Federal Double Helical Filament tubes, Type F-892-R, have given us complete freedom from arc-overs in maintaining continuously high modulation percentages.

Also, in our proof of performance runs we have found that these tubes have about 2 Volume Units lower hum than tubes with regular filaments.

We consider the helical filament a definite improvement in tube design.

Cordially yours,

Arthur B. Moore

Arthur B. Moore
Transmitter Supervisor
WMCA

"... a definite improvement in tube design," says WMCA

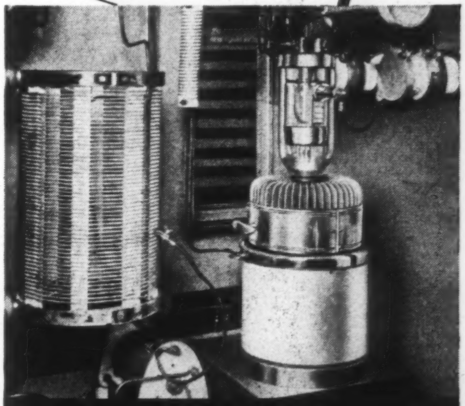
Federal's Double Helical Filament—in Federal's F-892-R—has achieved an outstanding record of dependability at WMCA—America's Leading Independent Station, and First on New York's Dial.

WMCA reports that these tubes "have given us complete freedom from arc-overs in maintaining continuously high modulation percentages. Also, in our proof of performance runs we have found that these tubes have about 2 Volume Units lower hum than tubes with regular filaments."

Federal's F-892-R—wound through 360° for mechanical stability and carrying opposing electrical fields which provide improved electrical stability—definitely eliminate *bowing*—one of the primary causes of filament-to-grid shorts!

Sturdier, longer lasting and more economical, Federal's double helical filament tubes are the key to a new era of *performance quality* and *operating dependability* for 5 and 10 KW transmitters. Write for full information today, address Dept. K-366.

"Federal always has made better tubes"



Federal's F-892-R installed in Power Amplifier Section of WMCA's 5000-watt Transmitter

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FTR
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4 ways to

The PHILCO 16mm CineScanner provides the finest film reproduction in either color or monochrome. 35mm model also available.

PHILCO CineScanner

Broadcasters . . . here is the finest equipment available for color and monochrome film reproduction. Continuous film motion and flying-spot scanning techniques produce high-definition pictures with superb light values. Whether you plan to use slide and film in monochrome; or a versatile combination of film and slides in both color and monochrome, the Philco CineScanner gives longer film life and utmost dependability . . . *it's the only practical method for color!* For complete information, write to Dept. B-T today.

Check These **PHILCO** *Features*

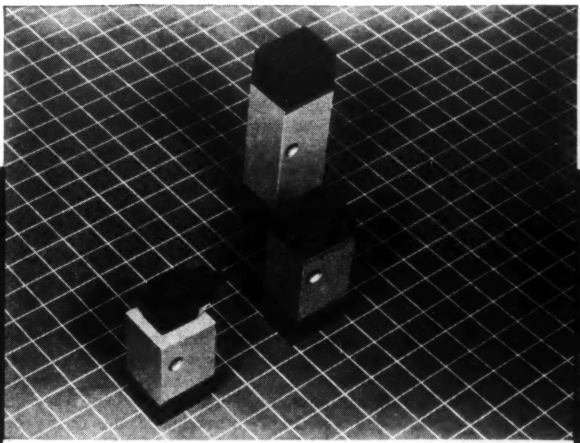
- Quiet, continuous film motion . . . no complicated intermittent mechanism to cause film wear and breakage.
- Cold light source . . . no film burning.
- Instantaneous run-up time with provisions for quick starts and stops . . . remote control available.
- Highest quality production in monochrome and color.

PHILCO CORPORATION

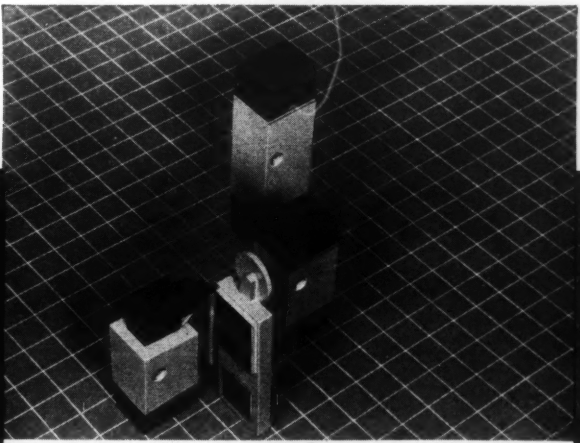
better TV film reproduction!

with the new PHILCO

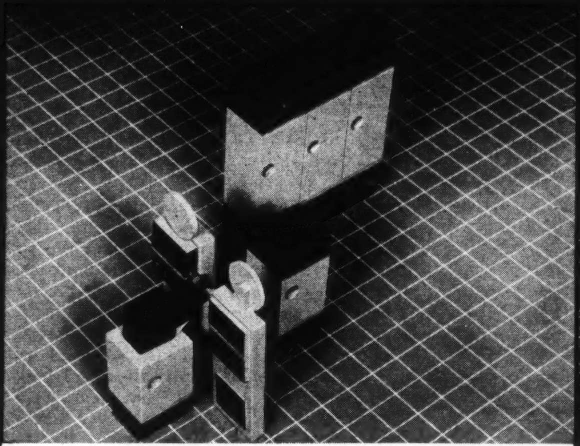
CineScanner



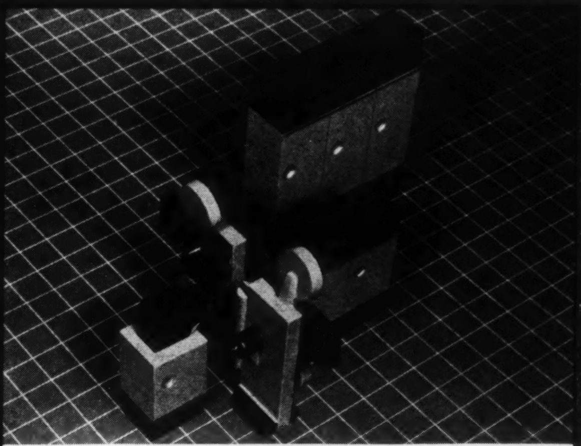
Dual slide changer facing 54″ light source unit; 84″ equipment rack in background. This setup will handle monochrome (positive or negative) slides with rack space to spare.



Slide changer and single 16mm film combination for monochrome projection. The multiplexing mirror facilitates the use of only one light source for both of the film units.



A slide changer, dual 16mm film units, light source and three equipment racks complete the facilities for monochrome, and both positive and negative film . . . leaving extra rack space.



Dual 35mm and slide changer combination with three racks provides color and monochrome (positive and negative) film programs and either color or monochrome slide presentations.

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.

NEW!
greater-than-ever
COVERAGE
better-than-ever
RECEPTION

WMC's
NEW
640 foot tower

The only half-wave... and the most efficient radio antenna in Memphis!

Producing 65% more efficiency over the typical quarter-wave antennas operated by other stations in Memphis. It is equivalent to 8,300 watts used on a typical quarter-wave tower.

WMC MEMPHIS
NBC — 5000 Watts — 790 K. C.

National representatives, The Branham Company
WMCF 300 KW simultaneously duplicating AM schedule
WMCT First TV station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal

on a Super Constellation to gladden the heart of a mother and get *Truth or Consequences* off to a benevolent start?

* * *

DOORWAY TO THE FUTURE

Network: ABC Radio
Time: Mon., 9:30-10 p.m. EDT
Producer-Director: Sherman H. Dryer
Writer: De Witt Copp
Commentator: Jackson Beck
Origination: New York
Cooperating Producers: National Citizens' Commission for the Public Schools, Roy E. Larsen, president
Cast: Ralph Beel, Elaine Rost, Larry Robinson
Production Cost: $1,600

CHALLENGE facing the public schools in the nation today has been worked into a dramatic documentary titled *Doorway to the Future* by ABC Radio in cooperation with National Citizens' Commission for Public Schools. The new half-hour series is heard on the network every Monday evening. It is an effective program dealing, as the May 17 broadcast indicated, with timely issues in the modern educational picture that are or should be of paramount interest to Americans.

The overall purpose of the series is to explain the role of the public school system in our communities and secondarily to point out the influence a community may have on its own school system depending on the thoughtfullness and intelligence of its citizens.

Last week's production dealt with an instructor, understandably intent on teaching his students *how* to think, not *what* to think. He came to blows with a badly informed PTA which condemned him for using communist literature in his classes before asking him why he chose to follow this particular plan of study. It was a well-written radio script which pointed out clearly that the sound way to develop judgment in students is to do it by comparison. In this case, only comparison between communism and democracy could lead a student to recognize the falsity of the communist line.

If the PTA was rather rapidly convinced that the gentleman, whose political convictions were under scrutiny, was on the right track after all, it must be attributed to the program's time limitation. This was the only thing that seemed a bit unreal. Otherwise the content and the way in which it was presented was pertinent and worthwhile.

* * *

BOOKS

THE RELAXED SELL, by Thomas Whiteside. Oxford University Press, 114 5th Ave., New York 11. 166 pp. $3.50.

RADIO SERIALS, tv commercials, kid shows, ratings, singing commercials, Elsie the Cow and ball-point pens are the subjects of the seven articles that comprise this book—articles originally appearing in *The New Yorker, The Reporter* and the *New Republic*. In the title piece, the announcer of a tv commercial for Lucky Strikes is quoted as saying: "I had five pages of hard sell to do solo and I had three drags to take. I wasn't easy about it. I took it up with the production boys. 'Let's show relaxation,' I said. 'Let's wait a few seconds after I take a drag. Let me blow the smoke out.' The boys liked the idea. I blew the smoke out slowly and it worked beautifully. It was a *relaxed* sell." Robert Osborn has provided amusing illustrations for the book, whose dust jacket, covered with sheep, proclaims it to be "a book about the world of mass selling—and you."

IN BIRMINGHAM, ALABAMA

The Birmingham News Stations

WAPI
RADIO

WABT
TELEVISION

are pleased to announce
the appointment of

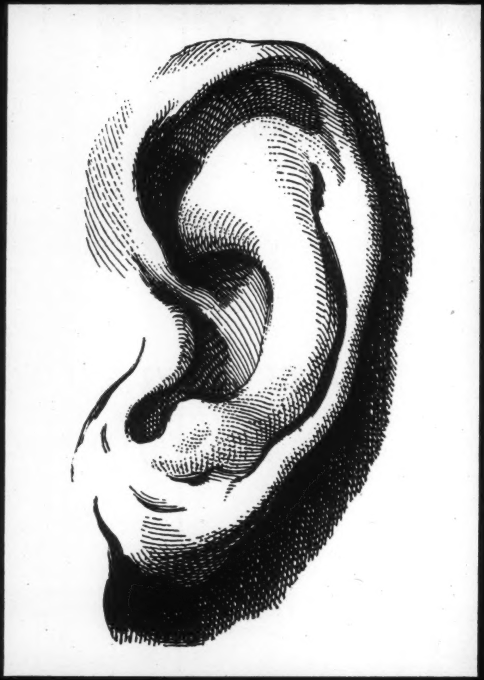
JOHN BLAIR
& COMPANY

BLAIR TV
INC.

as their Exclusive National Representatives
effective June 1, 1954

…read as they will (or can) most people still find it easier to listen

H



NG

Once upon a time, the world was a much smaller place. And whenever someone had something to say, all he did was speak up.

But soon people began to get out of earshot. And Communication became more and more difficult.

Till one day one man sat down on his stone, and chipped out something called writing. Then someone else passed along, decoded this sculpture, and reading came into the world. Lo! The primitive one-step process of talking and listening had been replaced with something more complex.

But it wasn't replaced after all. For read as they will (or can) most people still find it *easier* to listen. And people who want to get a message across still find it easier, and more *effective*, to talk.

Especially now that one medium of communication can carry a message to everyone: Radio. In 115 million places. The easiest, yet most forceful means of selling everybody that's ever been devised.

Radio is intimate, personal, persuasive. And when it's the voice of an old friend, people respect what they hear.

Radio is rhythm, music, sound effects—all the things that are fun to hear over and over. Things that are hard to forget.

Radio, in short, is *sound*. And being sound, radio moves one
step
at
a
time. As soon as the entertainment comes to a stop, the sales message immediately begins. The message is hard to miss. And since radio moves one group of *words* at a time, the sales points can't be skipped over.

Today, there's one place in radio where sound sells best, and that is CBS Radio. Presenting more of America's top programs . . . over more of the nation's best stations . . . CBS Radio is heard by bigger audiences than anywhere else in radio.

And offering the lowest cost for every sales message delivered, it's CBS Radio where more of the top national *advertisers* are heard. So many, with so much to say, that CBS Radio leads all other networks in billings for the fifth consecutive year.

RADIO
CBS

CBS Radio Where America Listens Most

WGR
BUFFALO'S FIRST STATION
Now NBC
IN
BUFFALO
Effective June 1, 1954

• Now more than ever - Buffalo's FIRST station is your FIRST buy!

To the outstanding NBC radio programs, WGR adds its own well-known, "salesmen of the air" —

- John Lascelles — The Morning "Musical Clock" Man
- Reggie and Bill Keaton — "Mr. and Mrs. Buffalo"
- Bob Glacy — In "Glacy's Basement" Late Show
- Bill Mazer — Sports As You Like Them
- Helen Neville — The Homemaker's Friend

PLUS complete news and special event coverage

Mark it down now . . .
JUNE 1
WGR-NBC basic
in Buffalo
Contact Free and Peters — *National Representatives*
WGR Corporation, Buffalo, New York

SOON TV, too, on Channel 2
WGR-TV

EDWARD FRITZ

on all accounts

EVEN though he may never realize an ambition to write a song that will make the "Hit Parade," it appears certain that Ed Fritz will keep right on trying because of an incurable hobby—one for which he is admirably suited.

As radio-tv director at W. E. Long Co., Chicago, Mr. Fritz has combined a wealth of experience and talent as a musician, producer, writer, account executive and salesman. He has written and produced over 60 radio and tv jingles for the agency over the past four years, and dabbles in song-writing on the side.

A native of Chicago (born June 17, 1910), Edward Charles Fritz Jr.'s early education gave little inkling of his initial bread-and-butter pursuits. He attended William Penn Grammar School, Harrison High School (where he took general and commercial courses, majoring in mathematics), the American Conservatory of Music, Roosevelt College, and Northwestern U., where he received a bachelor's degree in composition.

After college, he became private secretary to an attorney and later to the president of the Greyhound Bus Co. Even then, he played with such early dance bands as Benny Goodman, Bud Freeman and others.

Mr. Fritz' musical leanings really came to the fore in 1943 during a 28-month service stint in the Navy, part of which he served on the *U. S. S. Ticonderoga.* Placed in charge of morale, he wrote "The Big T," a ship song that sold 12,000 copies, a Navy recruit marching song and "The Fighting Lady" for the movie of that name. He also produced shows for the ship.

Mr. Fritz prefaced his service tenure with employment as director-arranger for a number of orchestras and singing and instrumental groups. He then moved to WBBM Chicago as a staff musician, producer, writer and account executive before joining the Navy. In 1946 he joined WBBM-CBS Radio Sales and four years later moved to W. E. Long Co., an agency which services baking accounts in a $5 billion industry. (Among his credits: production of perhaps the first tv spot in 3-D and color.)

With David Hayes, Long's assistant radio-tv chief, Mr. Fritz recently collaborated on a musical satire of the advertising field ("Out There"), put on by DePaul U.

Mr. Fritz is single and enjoys golf, sailing and swimming as hobbies—and music, of course.

No matter how you say it . . .

جميع محطات الراديو يغنمون
مالا وفيرا من وراء فلم ZIV

Radio stationen
verdienen geld
mit hilfe "Ziv"
vorföhrungen

Les stations
émettrices de la
radiodiffusion
gaqnet de
l'argent avec les
programmes "Ziv".

Las estaciones de radio
están hacienda dinero
con los programmas ZIV.

"RADIO STATIONS ARE MAKING MONEY WITH ZIV SHOWS!"

放送局はZIVの番組でお金を儲けてる

"I DOOD IT! I DOOD IT!

RADIO STATIONS ARE MAKING
WITH THE RED SKELTON SH

Sponsors jump at the chance to get Skelton

WCAU, PHILADELPHIA, PA., SAYS:

"One of the prices of leadership is the ever present challenge to keep your programming vital, lively and fresh enough to stay on top. We have had very good success, rating wise, with Ziv shows, and we think that the Red Skelton Show will do a job for us right now."

WXLW, INDIANAPOLIS, IND., SAYS:

"Red Skelton Show sold as a spot carrier to: Sniders Studebaker Agency, Cassidy Home Insulation; Little Davids; Richard E. Daniels Insurance Agency; Pilgrim Laundry; Ozman Hotpoint Dealers; and Downtown Hotpoint Dealer. Could have sold the entire show to Hotpoint Dealers."

WXYZ, DETROIT, MICH., SAYS:

"Three half-hours of the Red Skelton Show sold to the Frankenmuth Brewery."

WVLK, LEXINGTON, KY., SAYS:

"Red Skelton Show sold in half-hour segments to: De Boor Laundry; Lowenthal Furriers; Mayflower Moving & Storage; Van Doran Hardware Co. (Appliances); Emmert Packing Company of Louisville (Sausage Makers) The Red Gold Canning Co of Louisville also wanted in the show but arrived too late."

KPRC, HOUSTON, TEXAS, SAYS:

"Three half-hours of the Red Skelton Show sold to the Lewis and Coker Super Markets."

WMIE, MIAMI, FLA., SAYS:

"Radio Station WMIE is very happy to schedule the Red Skelton program on a five time per week basis for Jack's Cookie Company."

KSWO, LAWTON, OKLA., SA

"All 5 half-hours of the Red Skel
Show sold to: Popular Furniture Co
pany; Appell's Jewelers; The City N
tional Bank; Kennedy & Company; a
Fred Harris Appliance. It took 12 m
utes with each to sell."

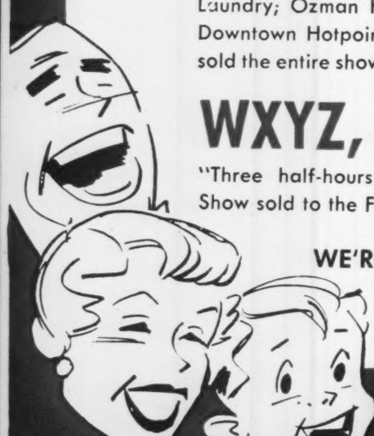
WHEC, ROCHESTER, N. Y., SA

"Rochester Gas & Electric Co. spons
ing Red Skelton 5 days per week,
weeks firm."

WTAR, NORFOLK, VA., SAYS:

"Red Skelton Show sold to cooperat
sponsors: Certified TV Sales; Farm
reau Mutual Insurance; Service Oil
(Mobilgas distributor). Happy to rep
that it took only 8 presentations to
three-fourths of the program."

WE'RE LOADED WITH ENTHUSIASTIC REPORTS LIKE THESE FROM *MORE* STATIONS THAN CARRIED SKELTON ON THE NETWORK.



***HURRY!* GET IN THE MONEY-MAKING SKELTO**

G NEY
HW!

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A., SAY
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City
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: 12

Y., SAY
spons
week,

SAYS:
opera
Farm
e Oil
to rep
ns to

STATIONS, SPONSORS, AGENCIES

all tell
the same
happy
story . . .

SKELTON SELLS LIKE MAD!

P.S. MR. ADVERTISER, MR. AGENCY MAN: Ask your local station for availabilities on the fastest-moving show on radio . . .

"THE RED SKELTON SHOW"
260 HALF-HOURS

FREDERIC W. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

LTO CT! *Wire or phone for the facts on your market today!*

COMPLETE SELL-OUTS

IN NO TIME AT ALL!

CKLW, DETROIT, MICH., SAYS:

"We are pleased to be known as one of the first stations to recognize the potential of HOUR OF STARS. We sold entire 5 half hours across the board to Wrigley's Super Market."

WAOV, VINCENNES, IND., SAYS:

"We sold HOUR OF STARS first week on air . . . 60 spots per week with 30-second breaks reserved for station promotion."

WSGN, BIRMINGHAM, ALA., SAYS:

"Names like Tony Martin, Ginger Rogers, Dick Powell, and Peggy Lee add to our listening audience and, last but not least, to our billing at the end of the month."

KGYW, VALLEJO, CAL., SAYS:

"Ziv's HOUR OF STARS a terrific success! Entire show was completely sold out before it went on the air."

The BIGGEST

TONY
MARTIN
MUS
GIN
ROG

ZIV's "H

WSAI CINCINNATI, OHIO

"HOUR OF STARS" . . .

SOLD OUT!

75 SPOTS WEEKLY ON FIRST AUDITIONS TO THESE ALERT ADVERTISERS . . .

- ALBERS SUPER MARKET
- JUMBO PEANUT BUTTER
- PEPSI-COLA
- HOTPOINT APPLIANCES (dealer)
- BAVARIAN BREWING CO.
- MR. MUSTARD
- WORTHMORE SOUP
- DORSEL'S FLOUR

All 8 Sponsors New to WSAI

KLMR LAMAR, COLORADO

"HOUR OF STARS" . . .

SOLD OUT!

75 SPOTS WEEKLY TO THIS GREAT GROUP OF SPONSORS . . .

- FLORA REXALL STORE
- MILNE INSURANCE CO.
- LAMAR LIGHT & POWER CO.
- PEERY ELECTRIC
- POWER'S FIRESTONE STORE
- CUT RATE GROCERY & MARKET
- DON WESTFALL CREDIT BUREAU
- MAIN CAFE
- MORANS HARDWARE STORE

Hour of Stars Creates New Business!

WDOV DOVER, DELAWAR

"HOUR OF STARS" . . . .

SOLD OUT!

75 SPOTS WEEKLY TO THIS GREAT GROUP OF ALERT SPONSORS . . .

- EMANUEL'S (ladies' ready to wear)
- DOVER HARDWARE
- PHILCO DEALER
- VOGUE SHOE SHOP
- DANNEMANS (Mill Remnants)
- NAP & SPENCE (Furniture)
- SANDERS JEWELER
- WESTERN AUTO STORE
- GENERAL ELECTRIC DEALERS
- HUBER BREAD

Hour of Stars Brings New Profits!

T ow... The LOWEST Price... in History!

MUS
GAIETY!
EXCITEMENT!
FUN!

GIN R
ROG S

DICK POWELL

PEGGY LEE

HOUR OF STARS"

WAR

T!

s...

ear)

- KRESGE 5 & 10
- GENERAL MILLS FLOUR
- COLGATES VEL
- MAXWELL HOUSE COFFEE
- PERTUSSIN
- FLETCHER'S CASTORIA
- ZENITH TV
- 7-UP BOTTLING CO.
- FORD DEALER
- PONTIAC DEALER
- DODGE DEALER
- B-C HEADACHE POWDER
- HOOVER APPLIANCE DISTRIBUTORS
- BABBITT CLEANER
- NATIONAL PREMIUM BEER
- GENERAL ELECTRIC DEALERS

NATIONAL ADVERTISERS LIKE THESE: ←

ARE BUYING PARTICIPATION IN "THE HOUR OF STARS" ON FINE STATIONS LIKE THESE: →

WING,	Dayton, Ohio
WSAZ,	Huntington, W. Va.
KSD,	St. Louis, Mo.
WFAA,	Dallas-Ft. Worth
WKOY,	Bluefield, W. Va.
WSPD,	Toledo, Ohio
WHOO,	Orlando, Fla.
WMC,	Memphis, Tenn.
WSDC,	Marine City, Mich.
KDKA,	Pittsburgh, Pa.

PULLING SPONSORS AND PROFITS FOR STATIONS IN OVER 300 MARKETS!

BE SURE YOUR MARKET, YOUR STATION IS IN THE MONEY

WRITE, WIRE OR PHONE

FREDERIC W. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

McELROY AT SUNSET

From the Studio and
From the Street...

6:00-6:45 PM

Monday through
Friday
on TV

MUSIC and MIRTH
WEATHER and
SPORTS • NEWS
and INTERVIEWS

Guest stars and

JACK McELROY

with his gang at
Sunset & Vine!

For participations contact

KNBH, Hollywood or
NBC Spot Sales

our respects

to ROBERT EMMETT LEE

WHEN President Eisenhower, out of the blue, named Robert E. Lee to the FCC last fall, a lot of folks in communications scurried for the low-down on the young man with the illustrious Confederate name who hailed from Chicago.

To their amazement they learned he had been an FBI agent and a right-hand bower to FBI Director Hoover, an accountant, a practical lawyer, a Congressional finance expert, a personal friend (but not a political disciple) of Sen. Joe McCarthy, the first moderator on the H. L. Hunt *Facts Forum*, a polished orator, and the pet of a lot of influential Republicans.

That background wasn't particularly conducive to influencing the body politic of broadcasting, or of the FCC. But it wasn't long before practically all-concerned did a 360 degree turn. In the six months he has served, Bob Lee has charmed and disarmed just about all who have had contact with him, including a lot of skeptical staffers on the FCC. He has proved not only to be a "good guy," but an indefatigable worker, an objective thinker and an outspoken advocate of free enterprise and a minimum of government interference.

"In my concept of free enterprise," he said recently, "I do not have any double standard. By that I mean that just as you reap the benefit from good judgment and good operation so must you take the risks of bad judgment and bad operation."

Robert Emmett Lee springs from the "Black Irish" rather than the Confederate Lees. He was born in Chicago March 31, 1912, one of five children, the son of a foot patrolman. Two of his sisters are nuns.

Mr. Lee, dark of hair and complexion, attended De Paul Academy and De Paul U., Chicago. The exigencies of family economics forced him to earn a living before he could graduate.

In 1930 and for three years following, Mr. Lee was a night clerk, night auditor and, later, food and liquor controller of Chicago's Congress Hotel. In 1933, he was named assistant auditor of the same city's Northern Hotel. Two years later he joined the American Bond & Mortgage Co. Bondholders Protective Committee as auditor. He participated in the reorganization of some 70 properties.

Mr. Lee was with the FBI for eight years—mainly on the investigative side. He served in Washington, Chicago, New York and Newark.

In 1941, with World War II on the horizon, Mr. Lee was called back to Washington and put in charge of recruiting. He was responsible for the hiring of 5,000 agents and clerks.

Then he became chief clerk of the FBI, an administrative job which made him one of the top policy council of 10. He was responsible for fiscal, budget, personnel affairs and public relations.

In 1946, following passage of the Legislative Reorganization Act, the House Appropriations Committee asked the FBI for help in organizing its professional staff. Mr. Lee was selected. By the next year, Mr. Lee was the committee's director of surveys and investigations.

He was in charge of the committee's study of the State Department—and therein lies a story.

In this investigation, the House Committee staff found 108 cases involving allegations of disloyalty. Some were several years old. This list was appended to the staff's report as an illustration of poor State Department administration. The whole report was made available to other Congressmen or Senators who asked for it. The list, therefore, was in the hands of several dozen Congressmen a year or more before Sen. McCarthy raised the issue in his now famous Wheeling, W. Va., speech.

In his forthright manner, Mr. Lee directly denies that he gave Sen. McCarthy the list.

Mr. Lee makes no excuses for his part in the 1950 Maryland elections in which incumbent Democratic Sen. Millard Tydings was defeated by Republican Sen. John M. Butler.

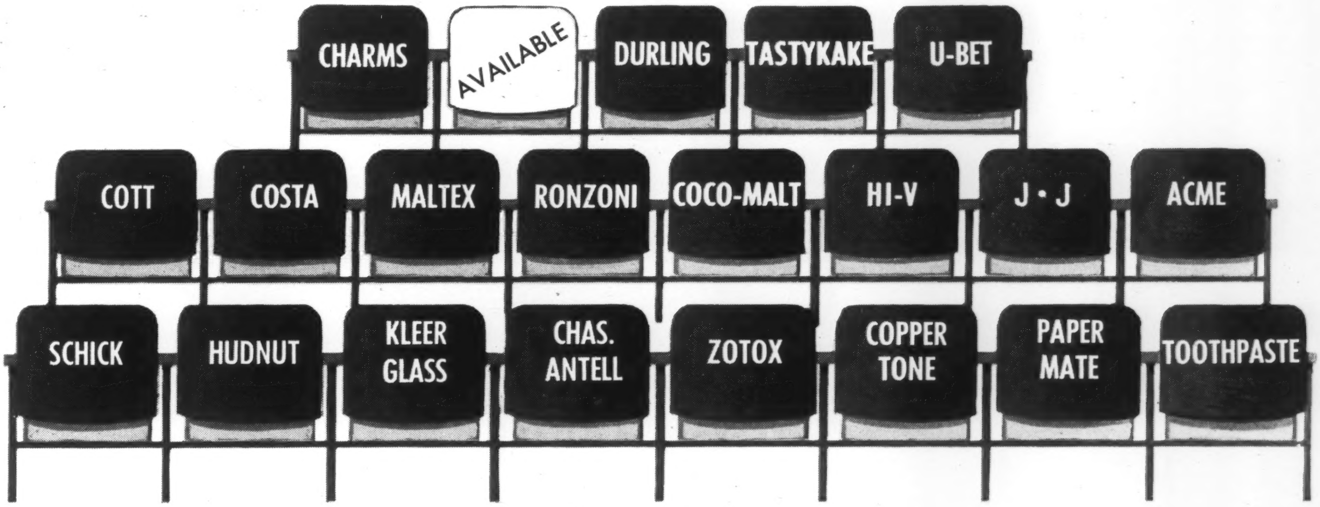
Similarly, Mr. Lee makes no bones about his participation in the early days of *Facts Forum*. He moderated three programs for $100 each.

Mr. Lee was first a candidate for the Assistant Comptroller Generalship. When he was not nominated for that position, his friends urged him for the FCC. These supporters included Sen. Styles Bridges, Republican stalwart from New Hampshire, and Leonard W. Hall, Republican National Committee chairman. He was named as a recess appointee to succeed Democratic Chairman Paul A. Walker in October 1953. Last January, after a sharp debate, the Senate confirmed him for a seven-year term. The vote was 58 to 25.

Mr. Lee is a member of the Capitol Hill Club, the Republican wining and dining establishment a block away from the Capitol. Recently he joined the Prince Georges Country Club, where he hopes to get going seriously on his golf. He likes to play bridge. He and Mrs. Lee, the former Wilma Rector, who was a student nurse in Chicago when they were married, live in an eight-room house in Southeast Washington. They have three children, Patricia, 16; Robert Jr., 14, and Michael, 8. Mrs. Lee was matron of honor at the wedding of her friend Jean Kerr and Sen. McCarthy.

Bob Lee loves to turn phrases and tell stories. He has a penchant for bright neckwear. Although a neophyte in communications, he likes his work, his colleagues and the rank and file of broadcasters he's met. He wants to make a career of it and looks forward to the nearly seven years ahead.

watv channel 13
NEWARK, N.J.


CHARMS
AVAILABLE
DURLING
TASTYKAKE
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COTT
COSTA
MALTEX
RONZONI
COCO-MALT
HI-V
J • J
ACME
SCHICK
HUDNUT
KLEER GLASS
CHAS. ANTELL
ZOTOX
COPPER TONE
PAPER MATE
TOOTHPASTE

ONLY 1 SEAT OPEN

1 seat on **FUN TIME - Mondays, 5^{30} - 6** pm

S. R. O. - JUNIOR FROLICS - Mon. thru **Sat., 5** pm

S. R. O. - ENCORE THEATER - Tuesdays, 10^{30} - 11^{30} pm

. . . to book this seat or for future openings - Phone or write:

IN NEW YORK BArclay 7-3260 IN NEW JERSEY MItchell 2-6400

watv channel 13

TELEVISION CENTER
NEWARK, NEW JERSEY

REPRESENTED BY WEED TELEVISION CORP.

MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
PAYMASTER

EVERY DAY IS PAYDAY

IN THE HEART OF INDUSTRIAL AMERICA

EVERY DAY OF THE WEEK . . . EVERY WEEK OF THE MONTH . . . EVERY MONTH OF THE YEAR . . . PAY ENVELOPES are handed out to workers in the Heart of Industrial America! This was revealed in a recent survey of 133 manufacturing plants and business houses in the WWVA area . . . firms which employ many, many thousands of WWVA listeners.

Here's An Audience With Ready Cash to Spend the Moment They Hear Your Sales Message on WWVA

These are the men and women who keep the wheels humming in the Heart of Industrial America . . . in the Steel Mills . . . Chemical Plants . . . Glass Factories . . . Coal Mines . . . Potteries . . . Tobacco Plants . . . and the many other diversified industries for which this area—served by WWVA—is famous.

SELL THEM! TELL THEM!
WITH ONE STATION, ONE COST, ONE BILLING

50,000 WATTS
CBS RADIO
• 1170 •

WWVA

WHEELING, WEST VA.

A STORER STATION

NATIONAL SALES HEADQUARTERS:
Tom Harker, 118 East 57th St., New York 22, N. Y.

JOHN BLAIR & COMPANY

BROADCASTING
TELECASTING

May 24, 1954 Vol. 46, No. 21

NARTB PARLEY TO CAST MOLD FOR RADIO–TV SALES FUTURE

CBS and MBS affiliates convene to study their networks' sales plans, while the fledgling TvAB holds its organizational session. Record attendance is in sight for both management and engineering sessions.

IMPORTANT steps in shaping the future of radio and tv sales policies and methods will be taken this week as NARTB holds its 32d annual convention at the Palmer House, Chicago.

The business motif dominates the four-day series of meetings and conferences as radio affiliates of two networks try to work out ways of getting more network income, and as tv stations, looking toward more national spot and local sales, set up a non-network project outside the NARTB fold.

CBS Radio affiliates will meet this morning (Monday), starting at about 9 a.m. in the Grand Ballroom of the Palmer House. The MBS meeting will be held Monday morning, 10 a.m., in Venetian Room of the Morrison Hotel. (See affiliates story page 50.)

While these two radio groups are meeting, the new Television Advertising Bureau (TvAB) will hold an organizational meeting in Private Dining Room 14 of the Palmer House, starting at 9 a.m. (See TvAB story page 44). This new sales project has matured to the organizational stage within a few weeks and is strictly a station project, with networks allowed to participate only through membership of o&o stations. As a station project, it is not designed to sell tv advertising as a whole.

NARTB Project Halted

By moving with speed, TvAB apparently has halted a 1½-year developmental study by NARTB to set up an all-television advertising bureau which would be operated outside the association fold.

NARTB officially has made no comment on TvAB but it was apparent from talks with a number of NARTB tv member station executives that the association has been working carefully in order to set up a foolproof and efficient project. Warning of dangers in too hasty action was given by Robert D. Swezey, WDSU-TV New Orleans, chairman of the NARTB Tv Board and one of the organizers of radio's BAB [B•T, May 3].

NARTB's tv board meets at noon today, about the time TvAB is winding up its organizational meeting, to discuss TvAB and other matters, including educational television. The meeting will necessarily be brief since the association's tv members hold a business meeting at 2 p.m., at which five directors will be elected.

The business flavor will be found all through the convention's general sessions and some two dozen side meetings. The formal agenda includes the Tuesday morning keynote address by William S. Paley, CBS chairman of the board, who will receive the second annual keynoter award; annual report by Harold E. Fellows, NARTB board chairman and president; Tuesday afternoon joint meeting with the Engineering Conference on technical operations followed by tv film and labor relations discussions; Wednesday morning sports panel with leading figures in sports world taking part; noon address by FCC Chairman Rosel H. Hyde; afternoon discussion on freedom of information and "How Good Is Radio?"; Thursday morning FCC roundtable with six members of the Commission taking part; afternoon sales clinic directed by BAB.

Monday's meetings also include a 9 a.m. session of Daytime Broadcasters Assn., and other groups (see list of meetings page 40).

The convention convenes with messages of greeting and recognition of radio-tv sales efficacy from two top government sources—President Eisenhower and Secretary of Commerce Sinclair Weeks.

The President in a message to President Fellows voiced the nation's pride in radio and tv managers' patriotism and public service. Secretary Weeks, in an article written for B•T (see page 37), said advertising media can lead the nation into unprecedented prosperity, with radio and tv advertising taking dominant roles in stimulating business.

President Fellows told B•T the broadcasting year has been marked by "progress through unity" and listed milestones of the past 12 months.

Designed to Help

Kenyon Brown, KWFT Wichita Falls, Tex., as chairman of the NARTB Convention Committee told B•T the program is designed to aid both radio and tv broadcasters in solving their management problems (text page 38).

Paid registrations of working delegates will run well ahead of last year, judging by registrations as of Thursday. Paid registrations at that time totaled 983 management and 283 engineering. This compared with 752 management (plus 268 women) and 207 engineering at the same stage in last year's Los Angeles meet.

Banquet reservations were near a sellout

HAROLD E. FELLOWS

Chairman of the Board and President of NARTB

THE CLIMAX of the year for any trade or professional association is the annual convention.

Broadcasting's year has been marked by progress through unity. Among the milestones . . . delay of the license fee proposal, blocking of the so-called "baseball bill," visible proof of radio and television's public service record, convincing evidence of radio's indispensable characteristics, increased public awareness of our high ethics and standards.

But, we are not convening to congratulate ourselves. We are convening to face, analyze, and discuss the challenges and problems of the future at both the national and community level . . . and to exchange ways and means of either capitalizing on them or coping with them. We are meeting to take a look at new management methods, new personnel plans, new programming ideas, new public relations techniques, new avenues to economy . . . as well as the new models of equipment and facilities on display at the NARTB Exposition.

I shall cover my recommendations for the future in my report to the members at the opening luncheon on Tuesday. I shall say why I believe this to be a time for manager-engineer cooperation in planning and policy-making in my Wednesday afternoon address to the Engineering Conference.

But, my principal enjoyment in attending the NARTB Convention comes from the unusual opportunity to meet and renew acquaintances with radio and television men from coast to coast . . . to hear first-hand how they are handling things in their own areas and to receive their suggestions for NARTB member service and activities. That's probably the same reason why you wouldn't miss the NARTB Convention either. And, so . . . I'll be seeing you.

Thursday, totaling 1,372. The banquet will be held Thursday at the Conrad Hilton Hotel.

Most of the NARTB officials meetings will be held in the Red Lacquer Room and Grand Ballroom Foyer of the Palmer House. Management meetings are in the former, engineering in the latter.

Besides the annual banquet Thursday, two important dinners are on the list of convention events—the BMI-NARTB "Old-Timers Dinner" to be held at 6 p.m. Monday in Sarah Siddon's Walk, Ambassador East Hotel, and the Radio Pioneers' Dinner to be held Wednesday at 7 p.m. in the Grand Ballroom of the Palmer House.

Largest in History

The equipment exposition and the light exhibits comprise easily the largest industry show in the association's history. Tv equipment in the fourth floor Exhibition Hall will include transmitters and related gear. Much of the interest this year will center around color tv equipment. Also drawing attention will be remote-control devices for broadcast transmitter operation.

Light equipment is displayed on the seventh and eighth floors. Here, too, are the exhibits of film and program companies as well as other industries serving radio and tv broadcasting. Entertainment suites are found on these two floors as well as in other parts of the Palmer House. In charge of the convention arrangements, as usual, is NARTB Secretary-Treasurer C. E. Arney Jr., with Arthur C. Stringer as manager of the equipment and service exhibits.

NARTB will have a full complement of headquarters officials on hand, led by President Fellows and Robert K. Richards, administrative vice president, who with Mr. Brown is in charge of convention programming. Judge Justin Miller, NARTB advisory counsel who retired last April as chairman of the association's board, is taking part in the program. He will conduct the Monday afternoon election of five tv directors during the tv membership meeting and will participate in the Wednesday afternoon freedom of information panel.

The Engineering Conference, which is expected to draw at least 400 broadcast-tv engineers and manufacturing delegates, has been growing each year. The 1954 three-day program starting Tuesday morning was drawn up by Raymond F. Guy, NBC radio and allocations engineering manager, as chairman of the program committee, and A. Prose Walker, manager of the NARTB Engineering Dept.

Meagher to Report

John F. Meagher, KYSM Mankato, Minn., recently appointed as NARTB radio vice president, will appear at the convention in an official role, reporting on changes in the NARTB Radio Standards of Practice. Mr. Meagher takes office as radio vice president in mid-June.

The convention got underway unofficially yesterday (Sunday) with several meetings and receptions and the annual NARTB golf tournament for the BROADCASTING • TELECASTING trophies.

At the Monday tv election, board members will be elected to fill the posts vacated by Robert D. Swezey, Tv Board chairman; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Paul Raibourn, KTLA (TV) Los Angeles; Harold Hough, WBAP-TV Fort Worth, and George Storer, Storer Broadcasting Co.

New members of the Radio Board were elected last winter and will take office at the convention. Those elected were: E. R. Vadeboncoeur, WSYR Syracuse, District 2, re-elected; James H. Moore, WSLS Roanoke, Va., District 4, succeeding Harold Essex, WSJS Winston-Salem, N. C.; Henry B. Clay, KWKH Shreveport, La., District 6, re-elected; Robert B. McConnell, WISH Indianapolis, District 8, succeeding Stanley R. Pratt, WSOO Sioux Ste. Marie, Mich.; (District 10 election to be decided this week); Cy Casper, WBBZ Ponca City, Okla., District 12, succeeding Jack Todd, KAKE Wichita, Kan.; Walter E. Wagstaff, KIDO Boise, Idaho, District 14, succeeding William C. Grove, KFBC Cheyenne, Wyo.; Albert D. Johnson, KOY Phoenix, District 16, re-elected; Martin B. Campbell, WFAA Dallas, large stations, succeeding Paul W. Morency, WTIC Hartford, Conn.; J. Frank Jarman, WDNC Durham, N. C., medium stations, succeeding A. D. Willard Jr., WGAC Augusta, Ga.; Lester L. Gould, WJNC Jacksonville, N. C., small stations, succeeding the late Lee W. Jacobs, KBKR Baker, Ore.; H Quenton Cox, recently resigned from KGW Portland, Ore., fm stations, succeeding Michael R. Hanna, WHCU-FM Ithaca, N. Y. *(Profiles and pictures of new board members are on page 84)*

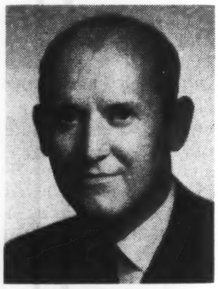
RICHARDS LEAVING NARTB V. P. POST

No. 2 man leaves the association's administrative vice presidency to enter station ownership with Walter Patterson. They plan to buy WHAR Clarksburg and WKYR Keyser, both in West Virginia.

ROBERT K. RICHARDS, administrative vice president of NARTB, will resign soon to enter station ownership-management and to set up a public relations business.

At the weekend it was not known when he will leave, terminating seven years with the association.

Announcement of Mr. Richards' plans came as a shock to President Harold E. Fellows and the board, occurring on the eve of the 32nd annual convention in Chicago. In his NARTB tenure he has become one of the best-known figures in broadcasting as second in command of NARTB.


MR. RICHARDS

Mr. Richards and Walter Patterson, general manager of WKHM Jackson, Mich., last Monday night signed a contract to buy WHAR Clarksburg and WKYR Keyser, both in West Virginia, from Glacus G. Merrill for $175,000. They are making the purchase as 50% owners each of new corporations which will operate the stations. Blackburn-Hamilton Co. handled the transaction.

It had been expected that Mr. Richards would be named executive vice president at this convention — a promotion apparently planned by Mr. Fellows. But Mr. Richards, because of his planned station acquisition, felt impelled to notify Mr. Fellows of his project prior to the annual meeting, and before the contract for purchase of the stations had been signed. The transactions are subject to customary FCC approval.

Mr. Patterson is expected to become resident managing director of the two stations. Mr. Richards, it is understood, will participate in policy direction, but will establish a public relations office in Washington.

NARTB has had a policy against station ownership interests by staff executives, based on action taken by its board (NAB) in 1948. At that time, Frank E. Pellegrin, broadcast advertising director, acquired an interest in KSTL St. Louis. A board member objected to station ownership within the administrative organization. Mr. Pellegrin currently is vice president of H-R Television Inc., station representatives.

To NAB in 1947

Mr. Richards joined the NAB in April 1947 as head of the public relations department, following distinguished service as assistant to J. Harold Ryan, Assistant Director of Censorship for broadcasting during World War II, and then as editorial director of BROADCASTING • TELECASTING, a post he assumed in 1944.

Mr. Richards long felt his outstanding achievement in public relations was development of the Voice of Democracy Contest, one of the most distinguished scholastic competitions of the nation. Over a million high schol students compete each autumn for the four national prizes, with Radio-Electronics Tv Mfrs. Assn., U. S. Junior Chamber of Commerce and U. S. Office of Education cooperating. He has been active, too, in working on behalf of freedom of expression and radio-tv access to public events and sports contests.

He once was quoted, shortly after joining the old NAB, as saying, "The ultimate goal of the public relations director of the NAB is to eliminate the necessity for a public relations director of the NAB."

With expansion of the association, the task of administering public relations and dispensing information to the business press and newspapers has developed rapidly. John H. Smith Jr. recently was named public relations manager following Mr. Richards assumption of fulltime responsibilities as administrative vice president.

Experienced in Stations

Mr. Richards is thoroughly familiar with the operating end of broadcast stations. After graduation from Ohio State U. in 1934 he joined WAIU Columbus (now WHKC) in 1935 as continuity director, followed by a brief tour at WJR Detroit. From 1936-39 he was a feature writer on the *Cincinnati Post* and announcer-newscaster on WCPO, the newspaper's radio station. He left this post to become production director of WSPD Toledo, one of the George B. Storer station group, working under Mr. Ryan who promptly took him to Washington for the broadcast censorship post in December 1941.

A brilliant writer, his influence has been reflected for years in NAB and NARTB documents and speeches as well as in his own literary and oratorical efforts.

The 41-year-old executive has lived in Washington since the last war when he was called to duty at the office of censorship. The Richardses have two children—Susan, 15, and Jeffrey, 10.

TODAY'S CHALLENGE

By SINCLAIR WEEKS
Secretary of Commerce

MODERN experience demonstrates that creative salesmanship, especially in the broad, diversified field of advertising, is one of the most potent forces in stimulating an increase in business activity, employment and consumer well-being.

Yet it was just a century ago that a Yankee man of letters summed up distribution problems in this sentence:

"If a man has good corn, or wood, or boards, or pigs to sell, or can make better chairs or knives, crucibles or church organs than anybody else, you will find a broad, hard-beaten road to his house, though it be in the woods."

That quote from Ralph Waldo Emerson's *Journals,* more succinctly paraphrased in terms of mousetraps, is still repeated by those who cling to the belief that advertising isn't really necessary.

One hundred years ago Emerson was no doubt correct in ascribing sales success primarily to superiority of product.

But he failed to anticipate the miracles of Edison, and other inventors, and the transportation progress which would make America one big market.

He did not foresee the rapid-fire technological revolution that would give workers ever-improving standards of living for less and less labor.

He never dreamed of an era when the average American would need only about 50% of his income for the basics of living—food, clothing and shelter—leaving 50% to spend or invest in other goods and services.

He did not realize that in a competitive enterprise system the customer must be *sold.*

Someone has well stated that America owes much of its high standard of living to the freedom of its voices with their messages of entertainment and education. Any modern definition of education must include consumer education—in other words, advertising—an art in which the radio and television broadcasters have developed great skill.

It is significant that levels of advertising closely parallel the living standards and cultural attainments of modern nations.

Advertising and Merchandising Impetus

America's record development of advertising and merchandising played an important role in lifting us to the high standard of living that we enjoy today. Upon the practitioners of these skills lies much of the responsibility for spurring us on to even higher levels of consumption, production and employment.

Today we are in an economic readjustment which poses a psychological hazard to business.

For months the pessimists have been viewing the actions and reactions of the economic indicators with loud alarm. This gloom-mongering could scare consumers, with their vast discretionary spending power, into putting off for days, weeks or months the purchases they need and desire today. This could slow down production and the rise in employment which we should reasonably expect.

Business must refute the doom-dopesters by doing two things:

1) Plan and spend on research and production at a rate to satisfy the public's enormous need and desire for your products. This will in itself be a mighty factor in inspiring confidence and maintaining employment and purchasing power.

2) Keep advertising and sales promotion geared up to present-day needs.

I am gratified to note that business is following both of these healthy policies.

Business shows supreme confidence in the future by planning to invest approximately $27 billion this year in plant and equipment—almost as much as in 1953.

Its advertising in the first quarter of this year showed an increase of 13% over the same period last year.

The reliable, time-tested business yardsticks measure a moderate decline in business activity from the record-high peaks of last year. None of them indicate an approaching economic emergency. When you look at the warp and woof of the business world you see ups and downs, but the overall picture is one of business at high levels.

Employment has risen to more than 60 million. Personal savings are large. The public has plenty of money to spend. Latest reports on sales in retail stores and elsewhere indicate that customers are spending on the things which appeal to them. The Administration's tax cuts are

The Secretary, in Summary:

✦ ". . . in a competitive enterprise system the customer must be *sold.*"

✦ ". . . levels of advertising closely parallel the living standards and cultural attainments of modern nations."

✦ ". . . the overall picture is one of business at high levels."

✦ "Today . . . the advertiser can take his story into 46 million homes via the persuasive voices of 120 million salesmen—the nation's radio sets. He can avail himself of another 29 million salesmen—television receivers with the twin appeals of voice and pictorial demonstration."

✦ ". . . We will continue to need consumer education, in the form of creative advertising and selling by means of radio, television and other media to spur us on."

✦ "The way to move output into consumer hands is through salesmanship in which the various media of advertising are a very important force."

✦ "One of the great instruments for telling your story better is radio-tv.

funnelling into consumers' hands several billion dollars which previously went to the tax collectors.

Construction is booming—not only construction in place but also in contract awards which are at record peak. This makes jobs right now and assures jobs in the months ahead in building fields and in furniture and equipment factories. The money earned will be waiting for imaginative advertising and salesmanship to steer into orders for other goods and services.

If peace continues and if business continues its creative and aggressive advertising and smartens up salesmanship in areas where it has gotten rusty, conditions should improve steadily in the months ahead.

Even in 1850 the alert New England merchant was practicing salesmanship by observing, "Have you ever seen a finer ham, Mrs. Jones?" But he lacked the facilities to circulate his appeal on a mass basis.

Today, in addition to all the publications, billboards, direct mail and other media in use for years, the advertiser can take his story into 46 million homes via the persuasive voices of 120 million salesmen—the nation's radio sets. He can avail himself of another 29 million salesmen—television receivers with the twin appeals of voice and pictorial demonstration.

As Secretary of Commerce my business is to help business. We are trying to do this in many ways in the Commerce Department, including advice and services of value to advertisers.

Our Office of Business Economics provides monthly reports in its *Survey of Current Business* on the economic situation, as gleaned from 1,600 indicators.

Our Bureau of the Census supplies basic information on population, housing, manufacturers, business, agriculture and other subjects. Our Office of Distribution offers guidance in adapting this type of data from Census and other government agencies to the location and measurement of markets and establishment of sales potentials and quotas.

The proposed Census of Business for 1954 will show number of radio and tv stores and their sales. Service trade data in the business census will show business done by radio and tv repair shops.

The Eisenhower Administration is giving you every one of those long-urged requests. Some already have been accomplished; others are in the President's recommendations to Congress.

The United States is not the slowed-down, "mature" economy some left-wing philosophers said it had become two decades ago. Irresistible forces for growth are present.

Among these is population, which is increasing at the astonishing rate of 2.7 million a year. The phenomenal boom in babies reached the record figure of 4 million last year.

Each of these 4 million babies as he grows is a potential buyer of one or more radio and television receivers, to which he will eventually devote considerable time a day. He will become a buyer of the goods and services whose merits are proclaimed through the loudspeakers and viewing tubes.

Products of Progress

One in every two persons in the working population today is either making or selling products which were unheard of at the turn of the century. The new technological revolution, based on electronics, atomic power, chemical discoveries and automation, should make that achievement seem puny.

But we will continue to need consumer education, in the form of creative advertising and selling by means of radio, television and other media to spur us on.

Let me sum up with these observations:

Right now in 1954 the American people are enjoying greater prosperity than any *other* people on earth or in history. Right now in 1954 this country is enjoying one of the most prosperous years in its *own history*. Right now we have the facts that indicate steady economic growth in the years ahead.

Certainly a prospective advertiser cannot say that here is not a vast potential market for his wares. A population of 162 million with a high per capita rate of income surely is a gold mine of customers. Somebody is going to get that business. Why not you?

The customer desire for better goods and services is here. The products are here. The purchasing power is here.

The way to move output into consumer hands is through salesmanship in which the various media of advertising are a very important force. Let manufacturers and retailers take to heart this simple rhyme:

"The better you tell,
The more you sell."

Use that tip in planning your distribution. One of the great instruments for telling your story better is radio-tv.

Study its possibilities. For anyone who advertises effectively today is contributing to his own prosperity and to a stronger, better America.

KENYON BROWN
KWFT Wichita Falls, Texas
Chairman, Convention Committee

THE PHILOSOPHY of NARTB's 1954 Convention Committee was to put together an agenda that would be valuable to both radio and television broadcasters and would tend to bring out useful ideas and techniques on the most serious management problems before stations today.

Thus, the committee has arranged to supplement a thorough examination of the visual impact, staging techniques, and practical technicalities of color television with a searching analysis of the continuing importance of radio in television markets today. And, to evidence of the vitality of am, we have added exploration of new possibilities in fm, particularly through multiplexing.

Stations affected by the sports question—and which one isn't?—will find guidance plus a unique opportunity to talk with the recognized athletic leaders themselves at our Wednesday morning session. The current thinking at the FCC will be revealed by our roundtable with the Commissioners on Thursday. The labor relations panel will offer helpful information on the negotiation of employment contracts. The distinguished experts who will discuss freedom of information on Wednesday afternoon should give us new clues on the gaining of maximum access to news sources. We can expect another of those "file and refer to frequently" keynote addresses from Bill Paley.

MR. BROWN

I rather expect that there will be a good bit of traffic between the Management and Engineering Conferences this year. The Engineering agenda is loaded with information of management value and vice versa. That's why we've moved the engineers and managers together for a joint session the first afternoon.

I am personally grateful to the other members of the Convention Committee for their suggestions and promise fellow members of NARTB that they will be well rewarded on their trips to Chicago.

Convention Committeemen:

CLAIR R. McCOLLOUGH

HUGH K. BOICE

JAMES D. RUSSELL

C. L. McCARTHY

OWEN F. URIDGE

W. D. ROGERS JR.

Convention In a Nutshell

SUNDAY, MAY 23

9 a.m. NARTB Golf Tournament for BROADCASTING•TELECASTING trophies, Acacia Country Club, LaGrange, Ill.

9 a.m.-5 p.m. Central Broadcasting Co., PD5.

10:30 a.m.-2 p.m. BMI board meeting, luncheon, PD4.

12 noon-6- p.m. Exhibits open in Exhibition Hall, 4th floor; 7th and 8th floors.

6 p.m. Television Pioneers, reception, PD19, dinner PD14.

MONDAY, MAY 24

8 a.m.-10 a.m. The Katz Agency meeting, PD9.

9 a.m.-1 p.m. Television Advertising Bureau organizational meeting, PD14.

9 a.m.-noon Daytime Broadcasters Assn. meeting, Grand Ballroom Foyer.

10 a.m. MBS affiliates meeting., Venetian Room, Morrison Hotel.

10 a.m.-5 p.m. Radio-Electronics-Tv Mfrs. Assn., Broadcast Equipment Group, PD5.

9 a.m.-11 a.m. Council on Radio Journalism, PD6.

9 a.m.-noon CBS affiliates meeting, Grand Ballroom.

10 a.m. Edward Petry Co. meeting, Illinois Room.

10 a.m. University Assn. for Professional Radio Education, PD7.

11 a.m. NARTB Sports Committee, PD6.

Noon Broadcast Advertising Bureau board luncheon, PD4.

Noon NARTB Television Board, PD8

Noon NARTB luncheon for state broadcasting association presidents, PD9

2 p.m. NARTB television membership meeting and election, Grand Ballroom

2:30 p.m.-11 p.m. Westinghouse Broadcasting Co., PD3.

3:30 p.m. Fm membership meeting and workshop, Grand Ballroom Foyer.

5 p.m.-7:30 p.m. Drew Pearson's Program Service meeting, PD14.

6:30 p.m. BMI-NARTB Old-Timers Dinner, Sarah Siddon's Walk, Ambassador East Hotel.

TUESDAY, MAY 25

8 a.m. Henry I. Christal Co. breakfast, PD4.

9 a.m. Engineering Conference, Grand Ballroom Foyer

10 a.m. General session, keynote speech and presentation of membership awards, Red Lacquer Room.

12:30 p.m. Luncheon, address by President Harold E. Fellows, Grand Ballroom.

2:15 p.m. Joint meeting, Management and Engineering Conference, Red Lacquer Room.

4:15 p.m. Workshop sessions
Television Film, Grand Ballroom Foyer
Labor Relations, Red Lacquer Room

5:30 p.m. Engineering reception, Grand Ballroom

WEDNESDAY, MAY 26

9 a.m. Clear Channel Broadcasting Service, PD7.

9 a.m. Engineering Conference, Grand Ballroom Foyer

10 a.m. General session, sports, Red Lacquer Room.

12:15 p.m. Luncheon, address by FCC Chairman Rosel H. Hyde, Grand Ballroom.

2:15 p.m. Engineering Conference, Grand Ballroom Foyer

2:15 p.m. General session, Broadcasting Standards, Red Lacquer Room.

2:45 p.m. Freedom of information, Red Lacquer Room.

4 p.m. How Good Is Radio, Red Lacquer Room

7 p.m. Radio Pioneers Dinner, Grand Ballroom.

THURSDAY, MAY 27

9 a.m. Engineering Conference, Grand Ballroom Foyer

9:30-11:30 a.m. RCA meeting, PD14.

10:30 a.m. FCC Roundtable, Red Lacquer Room.

12:15 p.m. Luncheon, NARTB Business Session, Grand Ballroom.

2:15 p.m. Engineering Conference, Grand Ballroom Foyer

2:15 p.m. Broadcast Advertising Bureau sales session, Red Lacquer Room.

7:30 p.m. 32d annual banquet, Conrad Hilton Grand Ballroom.

THE WHITE HOUSE
WASHINGTON

May 10, 1954

Dear Mr. Fellows:

Please give my warm greetings to the National Association of Radio and Television Broadcasters.

Together you represent an industry of uncommon vigor and enterprise. It was only a few years ago that many of us heard the first radios. Television, born yesterday, is already full-fledged. Color television will be widespread tomorrow. Multitudes of new electronic marvels will soon be developed. Your industry has indeed risen swiftly to great power and influence in America.

With your growth has come sobering responsibility -- to exercise prudent control over this vibrant new force which is at work day and night in the homes of America. You have become our Fifth Estate -- requiring, like the Fourth Estate, dedication to accurate, objective news gathering and reporting. You have forged a mighty political instrument that must fairly present men and issues to the public. You have opened new doors to commerce, providing vast sales opportunities and employment for thousands of our people, but compelling care in your manner of presentation of goods and services to our people. You have a device that daily exercises powerful influence on the minds and emotions of millions of our impressionable children -- an influence that must be exercised with the greatest of care and restraint.

So your vigorous industry does more than offer you competition and material advance. It places a very high premium on your patriotism and your consecration to enduring human values. The nation is proud of the many pioneers among you who have helped to create this vital force for enlightenment and unity in American life.

It is my hope and expectation that in our energetic country of freedom and opportunity, your industry's future will be just as challenging and exciting, just as rewarding and enjoyable, as its past.

Sincerely,

Dwight D. Eisenhower

Mr. Harold E. Fellows
President
National Association of Radio
and Television Broadcasters
1771 N Street, N. W.
Washington, D. C.

OFFICIAL NARTB CONVENTION AGENDA

Palmer House
Chicago, Ill.—May 23-27

SUNDAY, MAY 23

7 a.m.-8 p.m.: Registration **Fourth Floor**

12 Noon-6 p.m.: Exhibits and Reception Headquarters open **Exhibition Hall and 7th & 8th Floors**

MONDAY, MAY 24

Morning

7 a.m.-8 p.m.: Registration **Fourth Floor**

9 a.m.-9 p.m.: Exhibits and Reception Headquarters Open

Afternoon

2 p.m. **Grand Ballroom**

TELEVISION BUSINESS SESSION AND ELECTION

Presiding at the Business Session,
Robert D. Swezey, WDSU-TV New Orleans, Chairman of the NARTB Television Board of Directors

Report
Thad Brown, NARTB Vice President for Television

Presiding at the Election
Judge Justin Miller

3:30 p.m. **Grand Ballroom Foyer**

FM SESSION
Ben Strouse, WWDC-FM, Chairman NARTB Fm Committee
George Sterling, Member, FCC
John F. Meagher, KYSM-FM Mankato, Minn. (NARTB Vice President for Radio [Am-Fm] designate)
Walter J. Brown, WDXY-FM Spartanburg, S. C.
Carl George, WGAR-FM Cleveland
Richard Field Lewis, WRFL-FM Winchester, Va.
Edward Wheeler, WEAW (FM) Evanston, Ill.
Merrill Lindsay, WSOY-FM Decatur, Ill.

TUESDAY, MAY 25

Morning

7 a.m.-8 p.m.: Registration **Fourth Floor**

9 a.m.-9 p.m.: Exhibits and Reception Headquarters Open

GENERAL SESSION

10 a.m. **Red Lacquer Room**

Presiding—
Kenyon Brown, General Manager, KWFT Wichita Falls, Tex., Chairman, 1954 NARTB Convention Committee

Presentation of the Colors

Invocation

Membership Campaign Awards
Henry B. Clay, KWKH Shreveport, La., Chairman, NARTB Membership Committee

10:50 a.m.

Keynote Address
William S. Paley, Chairman of the Board, CBS Inc.

12 Noon
Presentation of Award to Mr. Paley

12:15 p.m.
Adjournment for Luncheon

12:30 p.m. **Grand Ballroom**
Luncheon
Mr. Brown, Presiding

Award—
To Broadcast Music Inc.
George Jennings, Director, Division of Radio and Television, Chicago Board of Education
Response—Carl Haverlin

Address—
Harold E. Fellows, President

Afternoon

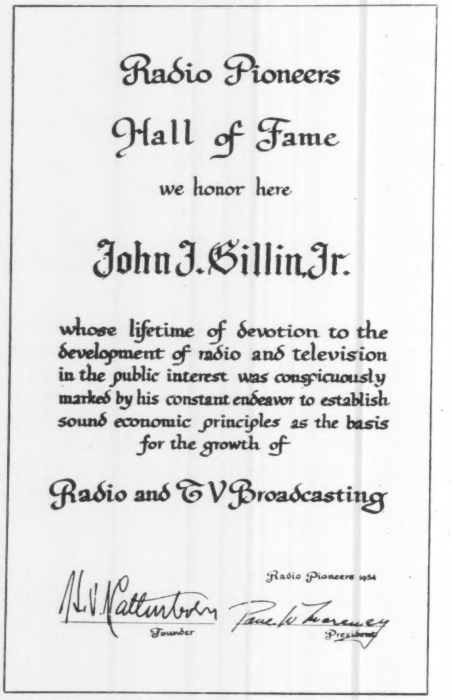
GENERAL SESSION
JOINT MANAGEMENT AND ENGINEERING CONFERENCES

2:15 p.m. **Red Lacquer Room**
Presiding—
James D. Russell, president-general manager, KVOR KKTV (TV) Colorado Springs

"Seeing Light and Color"
Ralph Evans, Color Technology Division, Eastman Kodak Co., Rochester, N. Y.

2:45 p.m.
"Economy in Technical Operations Through Organization and Management"
W. J. Purcell, Manager of Engineering, General Electric Station, WGY Schenectady, N. Y.

3:45 p.m.
"Results of Experience to Date in Color Television Operation"
Robert E. Shelby, Division of Color Tv Systems of Development, NBC, New York



Radio Pioneers
Hall of Fame
we honor here
John J. Gillin Jr.
whose lifetime of devotion to the development of radio and television in the public interest was conspicuously marked by his constant endeavor to establish sound economic principles as the basis for the growth of
Radio and TV Broadcasting

H.V. Kaltenborn
Founder

Radio Pioneers 1954
Paul W. Morency
President

THIS SCROLL, representing the 1954 Radio Pioneers' "Hall of Fame" award, will be presented to the family of the late John J. Gillin during the Pioneers' annual banquet May 26 in Chicago's Palmer House. Mr. Gillin, president and general manager of WOW-AM-FM-TV at the time of his death in 1950, is the first "practical broadcaster" to receive the award, previous recipients having been scientists and engineers [B•T, May 17].

B•T Headquarters

A THIRTEEN-MAN staff is representing BROADCASTING • TELECASTING at the Chicago convention, with headquarters in Suite 831-832-833 of the Palmer House. Representing B•T are Sol Taishoff, Maury Long, Art King, Ed James, Winfield R. Levi, Kenneth Cowan, Ed Sellers, Warren Middleton, Rufus Crater, J. Frank Beatty, John Osbon, Gladys Hall and Barbara Kolar.

WORKSHOP SESSIONS

Grand Ballroom Foyer **4:15 p.m.**
TELEVISION FILM
Film organization, management at station level
How to buy, Where to buy, When to buy

Presiding—
Harold See, KRON-TV San Francisco, Chairman, NARTB Film Committee
Raymond Welpott, WRGB (TV) Schenectady, N. Y.
Elaine Phillips, WSPD-TV Toledo
Martin Campbell, WFAA-TV Dallas
Paul Adanti, WHEN-TV Syracuse, N. Y.
Klaus Landsberg, KTLA (TV) Los Angeles
Marshall Pengra, KLTV (TV) Tyler, Tex.
Irving Rosenhaus, WATV (TV) Newark, N. J.
Thad Brown, Television Vice President—Staff Representative

4:15 p.m. **Red Lacquer Room**
LABOR RELATIONS
New Developments in 1953-1954

Presiding—
Robert D. Swezey, WDSU New Orleans, Chairman, NARTB Labor Committee
John M. Clifford, NBC, New York
William Fitts, CBS, New York
Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill.
Calvin J. Smith, KFAC Los Angeles
Owen Fairweather, Seyforth, Shaw & Fairweather, Chicago
Hoyt Steele, Benjamin Electric Mfg. Co.
Charles H. Tower, Acting Manager, Employee-Employer Relations Dept.—Staff Representative
David J. Reilly, manager of industrial relations, International Harvester Co.

WEDNESDAY, MAY 26

GENERAL SESSION
MANAGEMENT CONFERENCE

Morning

10 a.m. **Red Lacquer Room**
THE SPORTS QUESTION

Presiding—
George J. Higgins, Vice President and General Manager, KMBC Kansas City, Mo., Chairman, NARTB Sports Committee
George Trautman, President, National Assn. of Professional Baseball Leagues
Frank Lane, Vice President and General Manager, Chicago White Sox
Jerry N. Jordan, N. W. Ayer & Son Inc., New York
Representative of NCAA Tv Committee
Rev. Father Joyce, executive vice president, Notre Dame University
Parody on "Take Me Out to the Ball Game," written by Robert B. Sour, BMI
("Take Me Out to the Ball Game" presented with special permission of copyright owners, Broadway Music Inc. and Jerry Vogel Music Co.)

12:15 p.m.
Adjournment for Luncheon

12:30 p.m. **Grand Ballroom**
Luncheon

Presiding—
Mr. Fellows

Address—
Hon. Rosel H. Hyde, Chairman, FCC

Special Feature—
1954 Co-Winner, Voice of Democracy Contest
Elizabeth Ellen Evans, John R. Buchtel High School, Akron, Ohio

Afternoon

GENERAL SESSION

2:15 p.m. **Red Lacquer Room**
Standards for Better Broadcasting

Section 1

The NARTB Television Code
John E. Fetzer, President, WKZO-TV Kalamazoo, Mich.; Chairman, Code Review Board

Standards of Practice for Radio
John F. Meagher, General Manager, KYSM Mankato, Minn.; Chairman, Radio Standards of Practice Committee

Section 2

2:45 p.m.
Freedom of Information—A Panel Discussion

Introductory Remarks—
Edgar Kobak, Owner, WTWA Thomson, Ga.; Chairman, NARTB Freedom of Information Committee

Panel—
Lawrence Spivak, *Meet the Press*, NBC
Richard Harkness, NBC
Basil L. Walters, Chicago Daily News, First Chairman, Freedom of Information Committee, American Assn. of Newspaper Editors
Gerald W. Johnson, WAAM (TV) Baltimore
Sig Mickelson, CBS-TV
Judge Justin Miller

Committee Members—
E. R. Vadeboncoeur, WSYR-AM-TV Syracuse, N. Y.
Victor A. Sholis, WHAS-AM-TV Louisville, Ky.
P. A. Sugg, WKY-AM-TV Oklahoma City

8th Annual NARTB Broadcast Engineering Conference

May 25-27, 1954, Palmer House, Chicago

Tuesday Morning

OPENING TECHNICAL SESSION

Presiding: Raymond F. Guy, Manager, Radio and Allocations Engineering, NBC

OPENING ADDRESS
By: A. Prose Walker, Manager of Engineering, NARTB

THE STORY BEHIND THE NTSC COLOR STANDARDS
By: Donald G. Fink, Director of Research, RT&A Philco Corp.
To be presented by Arthur V. Loughren, Vice President in Charge of Research, Hazeltine Corp.

EQUIPMENT OPERATING CHARACTERISTICS FOR COLOR TELEVISION
By: Charles E. Page, Engineer, Research Dept., Hazeltine Corp.

PREPARING THE TELEVISION TRANSMITTER FOR NETWORK COLOR TELEVISION
By: Robert M. Morris, Radio Facilities Engineer, ABC

Tuesday Afternoon

JOINT MANAGEMENT-ENGINEERING SESSION

Presiding: James D. Russell, President and General Manager, KKTV (TV), Colorado Springs, Colo.

SEEING LIGHT AND COLOR
By: Ralph M. Evans, Director, Color Technology Div., Eastman Kodak Co.

ECONOMY IN RADIO AND TELEVISION OPERATIONS THROUGH ORGANIZATION AND MANAGEMENT
By: Willard J. Purcell, Manager of Engineering, General Electric Stations

RESULTS OF EXPERIENCE TO DATE IN COLOR TELEVISION OPERATIONS
By: Robert E. Shelby, Director of Color Television Systems Development, NBC

WORKSHOP SESSIONS

1. **Television Film**
2. **Labor Relations**

(See Management Convention agenda for details on these two.)

ENGINEERING RECEPTION

6:30 p.m.—Tuesday—Grand Ballroom

Wednesday Morning

Presiding: Dr. William L. Everitt, Dean of the

NOW WHO-TV BRINGS WHO'S RADIO STANDARDS TO TELEVISION!

Now on the air with TOP SHOWMANSHIP— TOP PUBLIC SERVICE— TOP AUDIENCE REACTION!

WHO has been preparing for WHO-TV for years . . . as to facilities, personnel and talent programming.

Operation-wise, our transmitter building, remodeled in 1948, was designed to include TV facilities. Our special vertical directionalized radio antenna, erected in 1951, was designed to carry all possible forms of high-gain TV antennas.

Personnel-wise, over the years we have accumulated people talented in radio showmanship, as well as having intimate knowledge of stage lighting, acting, and all other components that are necessary for outstanding *television* production, too.

Program-wise, our large talent staff has been signed with a special eye toward TV as well as radio. Like our Barn Dance, much of our radio programming has been planned with built-in video potentials.

We are now on the air. WHO-TV pledges you that in television as in radio, the highest standards will be maintained, resulting in the same audience preference and advertising results for which WHO is known throughout the Middle West.

WHO-TV
CHANNEL 13 • NBC
DES MOINES

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

WGR-TV
channel 2
Buffalo, New York
basic NBC-TV affiliate

announces the appointment of

HEADLEY-REED-TV

as Exclusive National Sales Representatives

Effective Immediately

HEADLEY-REED is happy to announce the addition of WGR-TV to its list of distinguished stations. WGR-TV will service Buffalo—14th market in the United States with a vhf set circulation of 394,533.*

**Source: Niagara Mohawk Power Corporation*

EAST

WSYR-TV	Syracuse	NBC
WTRI	Schenectady, Albany, Troy	CBS
WGLV	Easton	ABC, DuMont
WTPA	Harrisburg	NBC
WEEU-TV	Reading	NBC, ABC
WBRE-TV	Wilkes-Barre	NBC

MIDWEST

WEEK-TV	Peoria	NBC, CBS, ABC, DuMont
KWWL-TV	Waterloo	NBC, DuMont
WNEM-TV	Bay City	NBC, DuMont
KFEQ-TV	St. Joseph	CBS, DuMont
WFMJ-TV	Youngstown	NBC
WKOW-TV	Madison	CBS

SOUTH

WALA-TV	Mobile	CBS, NBC, ABC
WSFA-TV	Montgomery	On the air Fall, 1954
WRDW-TV	Augusta	CBS
WDAK-TV	Columbus	NBC, ABC
WTOK-TV	Meridian	ABC, CBS, DuMont, NBC
WTVD	Durham	NBC—On the air Fall, 1954
WSJS-TV	Winston-Salem	NBC
WAIM-TV	Anderson	CBS
WCOS-TV	Columbia	ABC

WEST

KOOK-TV	Billings	CBS, DuMont, ABC, NBC
KFBB-TV	Great Falls	CBS, NBC, ABC, DuMont

HAWAII

KULA-TV	Honolulu	ABC, DuMont

HEADLEY-REED TV

New York Chicago Philadelphia San Francisco
Los Angeles Detroit New Orleans Atlanta

College of Engineering, U. of Illinois, Urbana.

BASIC COMPONENTS OF COLOR TELEVISION FOR LOCAL ORIGINATIONS

By: William J. Morlock, General Manager, Commercial Equipment Dept.; C. Graydon Lloyd, Manager of Engineering, Broadcast-Commercial Equipment, General Electric Co., and Roland E. Connor, Equipment Engineer, Motion Picture Film Dept., Eastman Kodak.

SIMULTANEOUS COLOR CAMERAS AND TUBES

By: John H. Roe, Group Manager of Television Camera Equipment Group, RCA.

COLOR TELEVISION TEST EQUIPMENT

By: John W. Wentworth, Acting Manager for the Television Terminal Engineering Group, RCA

ROUTINE TESTS AND ALIGNMENT PROCEDURES FOR AMPLIFIERS AND CIRCUITS USED FOR COLOR TELEVISION

By: Howard C. Gronberg, Television Staff Engineer, NBC

Wednesday Afternoon

Presiding: William B. Lodge, Vice President in Charge of Engineering, CBS-TV

COLOR ENCODERS

By: Robert F. Casey and Robert W. Deichert, Circuit Research Laboratories, Allen B. DuMont Labs Inc.

COLOR TELEVISION MOTION PICTURE FILM REPRODUCTION

By: Keith E. Mullenger, NBC Development Group

LIGHTING, MAKEUP, COSTUMES AND SETS FOR COLOR TELEVISION

By: Reid R. Davis, Technical Operations Supervisor of Color Television, NBC

CBS COLOR TELEVISION STAGING AND LIGHTING PRACTICES

By: Richard S. O'Brien, Senior Engineer, CBS-TV

SPECIAL TELEVISION EFFECTS

By: Paul F. Wittlig, Manager of New Effects Development, CBS-TV

SAVE A SEAT FOR THE ENGINEER

By: Harold E. Fellows, President, NARTB

Thursday Morning

Presiding: Earl M. Johnson, Vice President in Charge of Engineering and Station Relations, MBS

AUTOMATIC EDITING AND SEQUENCING OF MAGNETIC TAPE

By: Edgar F. Vandivere Jr., Partner, Vandivere, Cohen & Wearn

REMOTE CONTROL OF TRANSMITTERS

By: Thomas W. Forget, Plant Manager, Rust Industrial Co.

FM BROADCAST MULTIPLEXING

By: William S. Halstead, President, Multiplex Development Corp.

ALLOCATION PHILOSOPHY

By: Curtis B. Plummer, Chief, Broadcast Bureau, FCC

Thursday Afternoon

Presiding: William J. McDonell, Regional Manager, FCC, Chicago, Ill.

OPTIMUM PERFORMANCE OF IMAGE ORTHICONS AND VIDICONS IN BROADCAST SERVICE

By: Robert G. Neuhauser, Engineer in Charge, Pickup Tube Design, RCA

TELEVISION PREVENTIVE MAINTENANCE UNIQUE TO THE TELEVISION TRANSMITTING SYSTEM

By: Philip G. Caldwell, Manager of Engineering, Western Division, ABC

ELECTRONIC VIDEO SWITCHING

By: Benjamin Adler, Owner, and Louis Katz, Head, Department Staff, Adler Communications Labs

THE DUMONT TELECENTER—PART 1 VIDEO PATCHING SYSTEM

By: Rodney D. Chipp, Director of Engineering, DuMont Tv Network

THE DUMONT TELECENTER—PART 2 VIDEO SWITCHER AND EFFECTS AMPLIFIER

By: Robert I. Brown, Technical Facilities Engineer, DuMont Tv Network.

THE DUMONT TELECENTER—PART 3

AUDIO CONSOLE DESIGN

By: Robert F. Bigwood, Manager of General Engineering Dept., DuMont Tv Network

TECHNIQUE OF TELEVISION STATION COVERAGE MEASUREMENT

By: James C. McNary, Consulting Engineer

TvAB HOLDS ORGANIZATIONAL MEETING TODAY AT CHICAGO'S PALMER HOUSE

NARTB invited to name liaison committee. TvAB spokesman emphasizes new organization should not conflict with older association.

THE new Television Advertising Bureau, officially tagged TvAB, holds its organizational meeting this (Monday) morning in Chicago—without any official sanction of NARTB, and with networks barred except for o&o stations.

After more than a month of fast-moving groundwork, a full-fledged sales and promotion project will be unveiled this morning (Monday) to all tv stations at a 9 o'clock meeting in Private Dining Room 14 of the Palmer House. Bylaws have been drawn up and committees have been working out organization details.

Richard Moore, vice president-general manager of KTTV (TV) Los Angeles, is temporary chairman of TvAB and is expected to preside at the meeting. He will be flanked by program and bylaws committees and by two TvAB consultants—Richard P. Doherty, of Television Radio Management Corp., and Neville Miller, of Miller & Schroeder.

While TvAB has drawn enthusiastic support from many tv stations, some delegates indicated they will attend the meeting to take a look at what is being done to set up a tv sales and promotion project. Others said they could not commit themselves at this time.

At the weekend NARTB was remaining outside the TvAB fold, though the association had been invited to name a liaison committee at a May 14 meeting in Chicago [B•T, May 17].

Unanimous decision to bar networks from membership except for o&o stations was reached at the May 14 session, which followed an informal discussion between TvAB and NARTB representatives held the previous day in New York. According to persons who attended the New York session, NARTB felt the Chicago meeting should not be held in view of the association's long-range plan to set up an all-television sales and promotion agency which would operate outside its organizational structure.

Individual Station Policy

TvAB has adopted a policy of action on behalf of individual tv station revenue in contrast to the BAB policy of selling radio as a whole in competition with printed media.

An operating budget of $500,000 for the first year of operation was adopted May 14 and provision was made for associate memberships for station representatives, film makers and other fringe industries. Station Representatives Assn., Assn. of National Advertisers and American Assn. of Advertising Agencies would be eligible for membership under this plan.

The dues structure specifies the highest quarter-hour one-time rate on the station's rate card as the monthly fee for membership. If one station in a group of commonly owned stations is in membership, all in the group must belong to TvAB.

TvAB last week sent to all tv stations a booklet listing its program and showing why tv should be organized for sales and promotion work in competition with other media (see story this page).

The bylaws structure is expected to specify that a third of the 18 members of the TvAB board come from cities under 150,000 population; a third from 150,000-500,000 and a third over 500,000. This is designed to give fair representation to all sizes of stations.

Delegates at the organization meeting, open to all tv station operators, will be offered contract forms covering membership in TvAB, subject to confirmation by station ownership.

Three committees will report to the meeting, as follows:

Executive—Mr. Moore, temporary chairman; Roger W. Clipp, WFIL-TV Philadelphia; Norman Gittleson, WJAR-TV Providence, R. I.; Charles H. Crutchfield, WBTV (TV) Charlotte, N. C.; George B. Storer Jr., Storer Broadcasting Co.; Vernon Nolte, WHIZ-TV Zanesville, Ohio; William B. Quarton, WMT-TV Cedar Rapids, Ia.; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; W. D. Rogers Jr., KDUB-TV Lubbock, Texas; Frank P. Schreiber, WGN-TV Chicago; Jack Harris, KPRC-TV Houston.

Program—John Bone, WNEM-TV Bay City, Mich.; Mr. Nolte; Robert Hibbard, WGN-TV Chicago; Robert Covington, WBTV (TV) Charlotte, N. C.; W. D. Rogers Jr.

Bylaws — William F. Kiley, WFBM-TV Indianapolis; Lawrence H. Rogers; Joseph Higgins, WTHI-TV Terre Haute, Ind.; Harold See, KRON-TV San Francisco; Ed Wheeler, WWJ-TV Detroit.

About 30 stations, including NBC and ABC o&o outlets, were represented at the May 14 meeting in Chicago. Slide films were shown on the need of developing sales and other techniques. Tom Flanagan, president of Station Representatives Assn., made a presentation.

One of the questions asked most frequently on the eve of the NARTB convention centered around a possible industry-splitting feud between NARTB and TvAB.

Both elements were quick to disclaim any such idea. NARTB, however, wants it clearly understood that the speed of TvAB's conception and formation has served to upset its own long-range plans for an all-tv sales promotion organization. The NARTB Tv Board may have something to say at its Monday meeting but the association itself had been silent up to press time, feeling there was no point in naming a liaison committee or stating a policy since it could only participate in industrywide activities.

Mr. Doherty told B•T that TvAB is a station project, since the networks are able to take

Doherty Urges TvAB

TV STATIONS and networks combined are getting only 7% of the total national advertising expenditures of $8 billion, Richard P. Doherty, consultant to the organizing committee of Television Advertising Bureau, says in the foreward to a brochure, "The Needs and Opportunities for a Television Advertising Bureau," sent last week to all U. S. tv stations.

Listing the Bureau of Advertising of ANPA, Magazine Advertising Bureau, Outdoor Advertising Bureau, National Assn. of Transportation Advertising and Broadcast Advertising Bureau (radio), the brochure declares, "only television remains unorganized."

Pointing out that "Television advertising needs: intensive sales effort, advertising and promotion at the advertiser level; thorough cultivation of new sources of revenue; improved sales techniques and practices; a central means of providing a variety of services to agencies and advertiser," the brochure states: "These goals can be achieved only through organization and unified action by the station licensees and operators themselves."

Overwhelming LEADERSHIP in this 5-Station Market

WSYR

PULSE OF SYRACUSE — FEB., 1954

72 15-Min. periods, 6 a.m. to midnight

WSYR FIRST . . . . . in 54 periods
WSYR SECOND . . . in 18 periods
72
(that's all there is)

16 15-Min. periods, 6 a.m. to 10 a.m.

WSYR FIRST . . . . . in 15 periods
WSYR SECOND . . . in 1 period
16

24 15-Min. periods, 6 p.m. to midnight

WSYR FIRST . . . . . in 24 periods
(a clean sweep!)

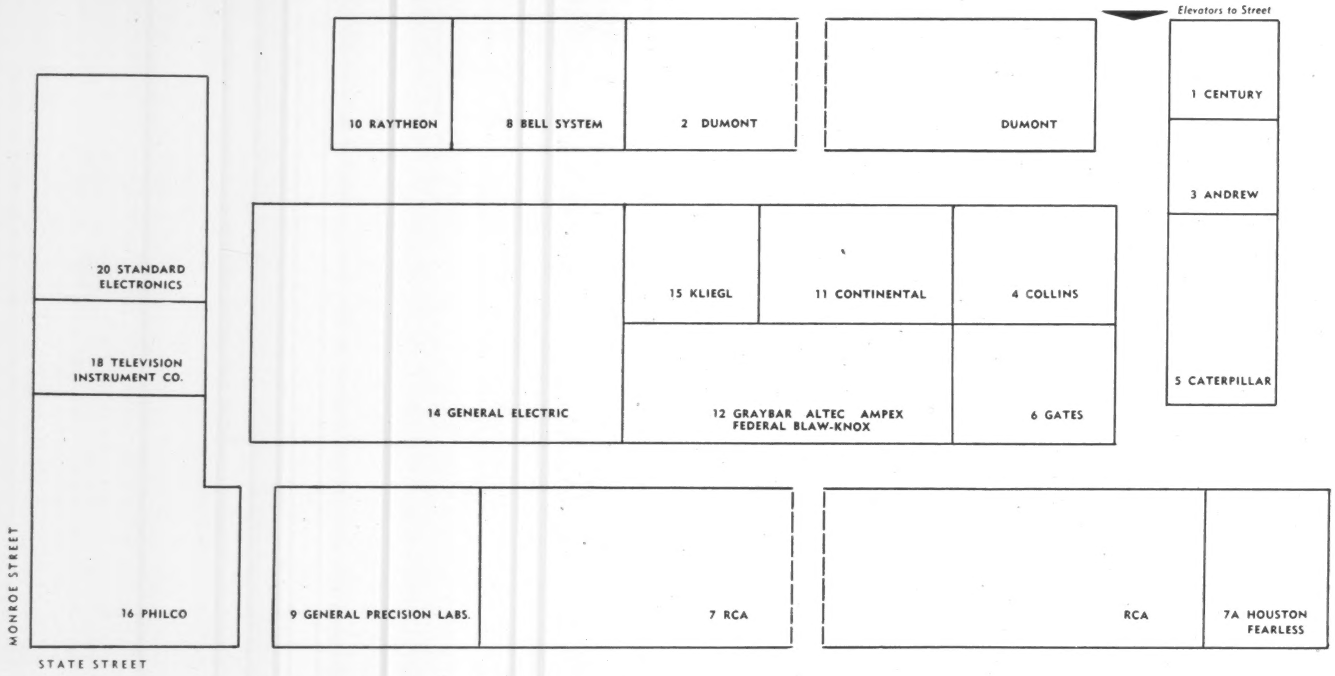
And, of course, the last Nielsen and SAMS story still stands:

NIELSEN	**SAMS**
WSYR FIRST	WSYR FIRST
by 47% to 212%	by 29.8% to 239%

WSYRACUSE
570 KC

NBC Affiliate • Write, Wire, Phone
or Ask Headley-Reed

WSYR-AM-FM-TV — The Only Complete Broadcasting Institution in Central New York



Locations of Displays in Exhibition Hall at The Palmer House

care of themselves. "I see no reason for any conflict with NARTB," he said. "This is a movement by the stations themselves and NARTB does not sponsor group sales activities within the industry."

Asked if newspaper tv stations might dominate TvAB, Mr. Doherty said that representation of newspaper ownership in its ranks exactly parallels the newspaper participation in the tv industry as a whole.

A majority of the tv stations taking an active part in TvAB are active television members of NARTB, Mr. Doherty pointed out.

The TvAB dues structure, based on the highest quarter-hour rate per month, would provide about $485,000 of the $500,000 first-year budget, if 60% of the tv stations become members. In addition, such potential associate members as representatives, AAAA, ANA, possibly NARTB itself and the networks would provide additional revenue. Associate membership dues probably will be on a flexible basis, perhaps ranging from $5,000 to $10,000 a year, but the scale has not yet been worked out.

Pakistan Ambassador to U. S. To Address Radio Pioneers

FEATURED speaker at the May 26 dinner of Radio Pioneers of America, to be held in the Grand Ballroom of the Palmer House, Chicago, during the NARTB Convention, will be His Excellency Syed Amjad Ali, Ambassador of Pakistan to the U. S. His subject will be "Communication Problems of 80 Million Pakistanis."

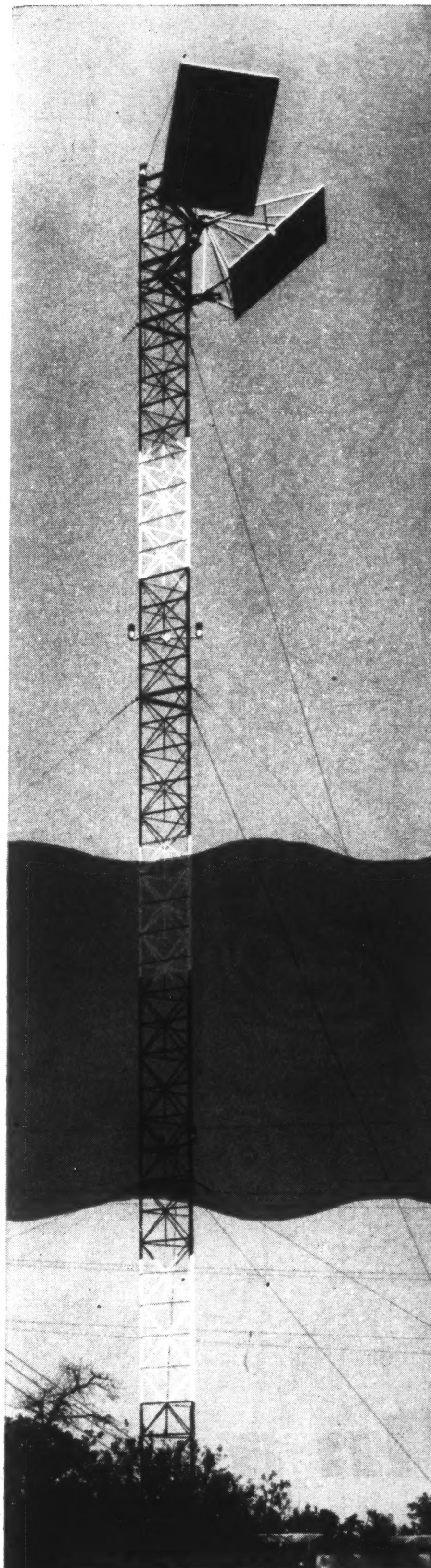
Since entering the diplomatic circle five years ago Ambassador Amjad Ali has become a popular Washington figure, active in the UN and the International Bank & Monetary Fund.

SYED AMJAD ALI

DIRECTORY OF NARTB CONVENTION BUSINESS SUITES AND EXHIBITOR LOCATIONS

(Room numbers are in Palmer House unless otherwise noted. Space designations are in Exhibition Hall.)

Company	Suite or Space
ABC Film Syndication	788-90
ABC-Television Network	2249-50, 2252-53
Adler Communications Labs.	738
M & A Alexander Productions	799
Alford Mfg. Co.	719
Allied Radio Corp.	751-52
Altec Lansing Corp.	726-27, Space 12
American Red Cross	700
American Telephone & Telegraph Co. Long Lines Dept.	1249-53, Space 8
Ampex Corp.	750, Space 12
Andrew Corp.	Space 3
Associated Press	Crystal Room
A-V Tape Libraries Inc.	725
Berlant Assoc.	775
John Blair & Co., Blair Tv	Palmer House
Blaw-Knox Co.	754
BMI	802-03
Bolling Co.	Palmer House
Branham Co.	850-52
Broadcast Adv. Bureau	834-35
BROADCASTING•TELECASTING	831-32-33
Caterpillar Tractor Co.	Space 5
CBS Television Film Sales	783-86
CBS Television Network	2227W-28W, 2230W-31W
Century Lighting	Space 1
Cheryl Tv Corp.	804
Collins Radio Co.	Space 4
Conrac Inc.	758
Continental Electronics	Space 11
Henry I. Christal Co.	854-55
Dage Electronics Div. of Thompson Products Inc.	765
Allen B. DuMont Labs.	2033W-35W, Space 2
DuMont Tv Network	2049W-51W
Electro-Voice Inc.	755
Elgin Metalformers Corp.	797-98
Federal Telecommunication Labs.	726-27, Space 12
Federal Telephone & Radio Co.	801
Flamingo Films	791
Gates Radio Co.	Space 6
General Communications Video Audio Mfg. Engineers	740, 806
General Electric Co.	Dining Room 11, Space 14
General Precision Lab.	816, Space 9
General Teleradio Film Div.	739
Harry S. Goodman Productions	743-44
Gray Research & Development Co.	706
Graybar Electric Co.	726-27, Spaces 11-12
Guild Films Co.	728-29
Harrington, Righter & Parsons	Palmer House
Harriscope Inc.	793
H-R Reps, H-R Television	(Morrison Hotel) 2431
George P. Hollingbery	2133W-34W, 2136W-37W
Hollywood Television Service	759, 841-42
Houston-Fearless Corp.	Space 7A
Hufty, Eubank & Russell	846
Hughey & Phillips	762
Ideco Div., Dresser-Stacey Co.	781
International Business Machines Corp.	780
International News Service	787
Kalbfell Labs.	724
The Katz Agency	Palmer House
Keystone Broadcasting System	721-22
Kliegl Bros.	Space 15
Lang-Worth Feature Programs	760-61
C. P. MacGregor Co.	763
Machlett Labs.	Space 11
Robert Meeker Assoc., Meeker Tv	838-40
Minot Tv	730
MPTV Syndication Corp.	776-78
Musicolor	709
Mutual Broadcasting System	1648-50, 1652-53
National Telefilms	700½
National Guard	754
NBC	1627W-28W, 1630W
NBC Enterprises	Eighth Floor
NBC Film Div.	713-16, 859
A. C. Nielsen Co.	836
Official Films	736
The Old Scotchman's Scrapbook	741
Edward Petry & Co.	827-29
Phelps Dodge Copper Products	720
Philco Corp.	Space 16
Prodelin	782
Radio Corp. of America	Space 7 and 8th Floor
RadiOzark Enterprises	742
William G. Rambeau Co.	Palmer House
Raytheon Mfg. Co.	857, Space 10
RCA Recorded Program Services—Thesaurus	710-12, 810-11
Rust Industrial Co.	747
Paul Schafer Custom Eng.	746
Screen Gems Inc.	705
SESAC Inc.	731-32
Standard Electronics Corp.	805, Space 20
Standard Rate & Data Service	824
Sterling Television	733, 843-44
Telechrome Sales Corp.	757
TelePrompter National Sales Corp.	707-08
Tel-Instrument Co.	Space 18
Television Programs of America	856
Television Specialty Co.	756
Tower Construction Co.	718
Tower & Equipment Insurance	846
United Press	1156-57
United Television Programs	795-96
Unity Television Corp.	734-35
U. S. Army & U. S. Air Force Recruiting Service	779
U. S. Treasury Dept.	717
Venard, Rintoul & McConnell	847-49
Videofilm Publications	819
Weed & Co.	820-22
Willys Motor, Electronics Div.	748-49
World Broadcasting System	701-04
Ziv Radio Productions	703
Ziv Tv	702



You won't want to miss it!

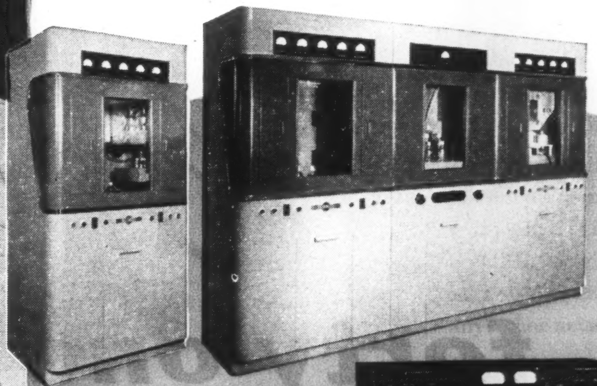
what? *A demonstration of Collins new TV Microwave Relay Link*

where? *NARTB National Convention, Palmer House, Chicago*

when? *May 23rd to 27th*

See how Collins new TV relay equipment will simultaneously relay both video (NTSC standard) and audio information on a common RF channel in the 6875-7125 megacycle band. *See* how one or two high fidelity audio program channels plus a two-way telephone channel can be provided.

YOU WON'T WANT TO MISS this demonstration of Collins new TV relay link. (It's conveniently located near the entrance of the Exposition Hall, Booth No. 4.) It'll pay you to stop by. Besides this informative demonstration you'll see Collins' complete broadcast line — transmitters, remote control systems, studio and speech equipment. Don't miss the Collins booth at the NARTB Convention.



Collins 20V, 1000 Watt Transmitter

Collins 21E, 5 kw Transmitter

Collins quality Broadcast Transmitters

Designed for continuous high fidelity broadcast operation at any specified frequency in the 540-1600 kc band or any HF broadcast band.

Collins 212A Speech Input Console

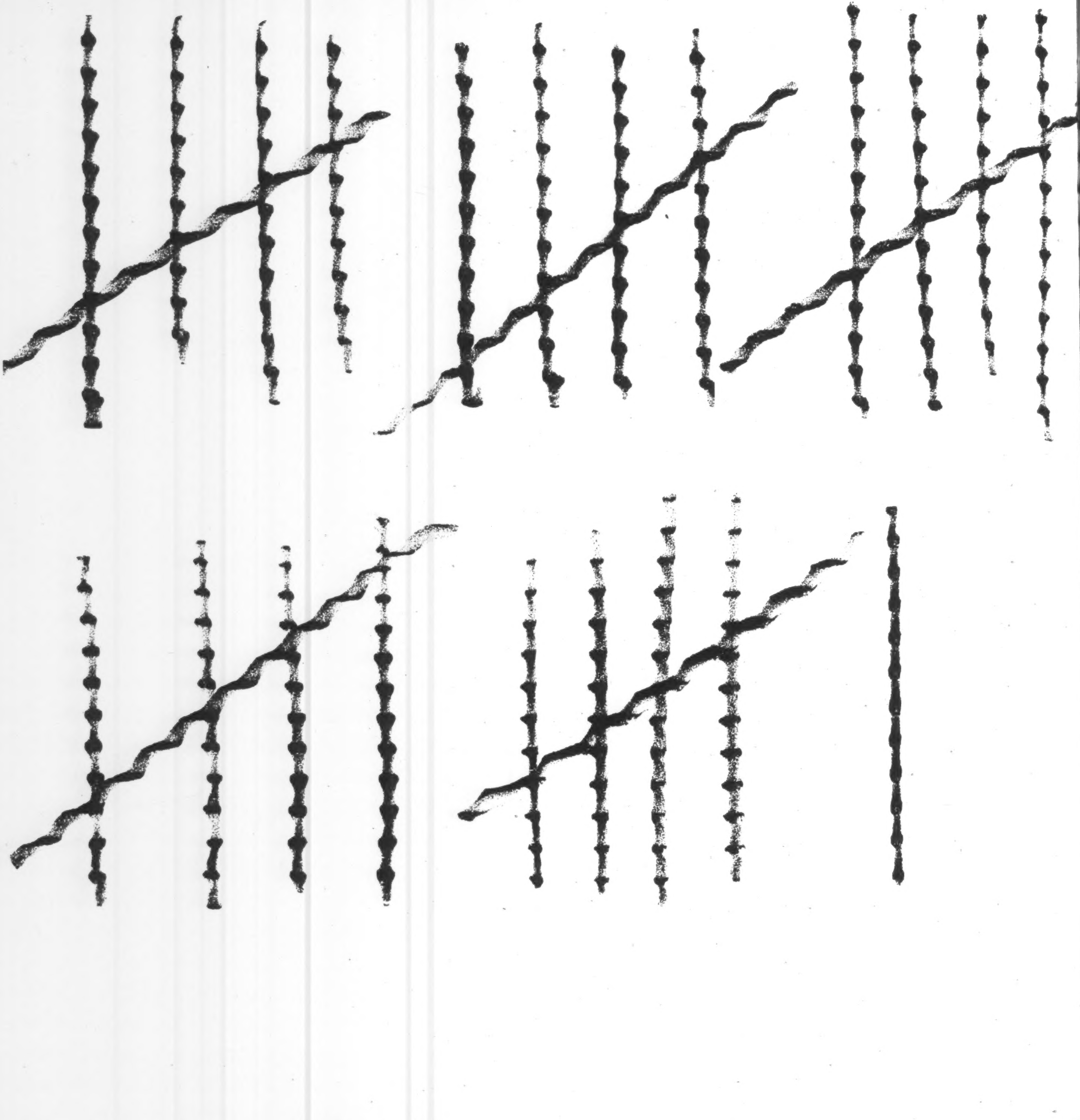
For audio control in AM, FM and TV broadcasting. Provides simplicity of installation, convenient operation with maximum versatility.

Supplying the broadcast industry with the finest quality equipment ....

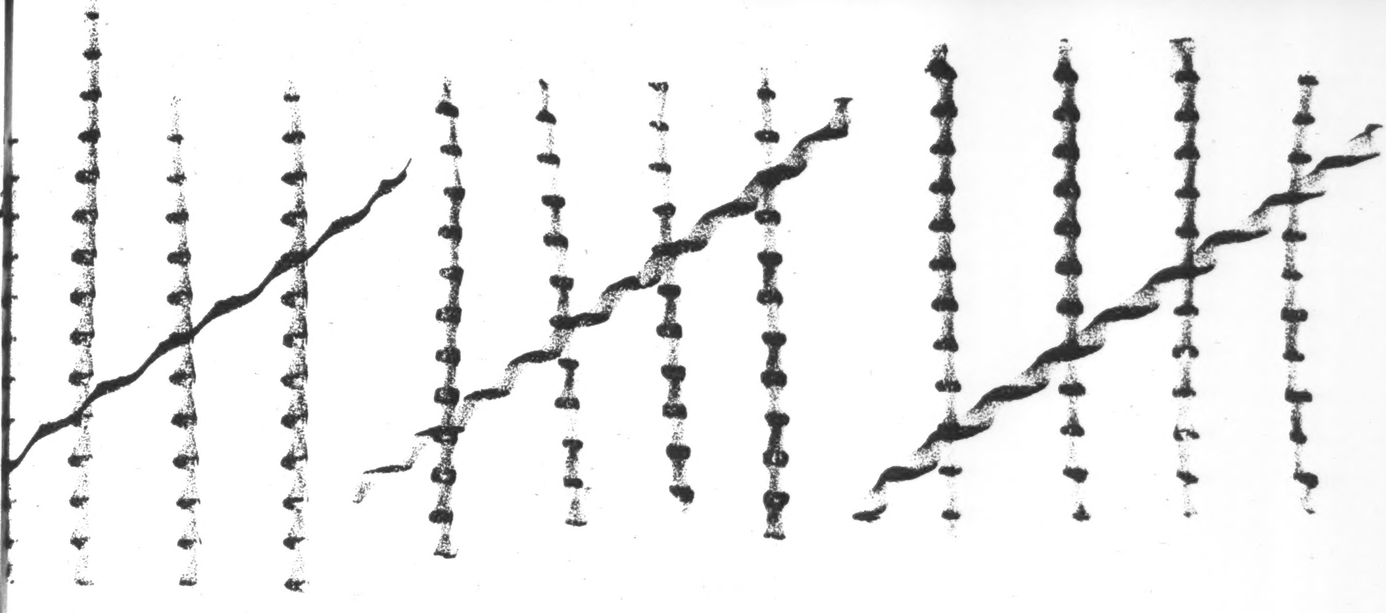
COLLINS RADIO COMPANY **Cedar Rapids, Iowa**

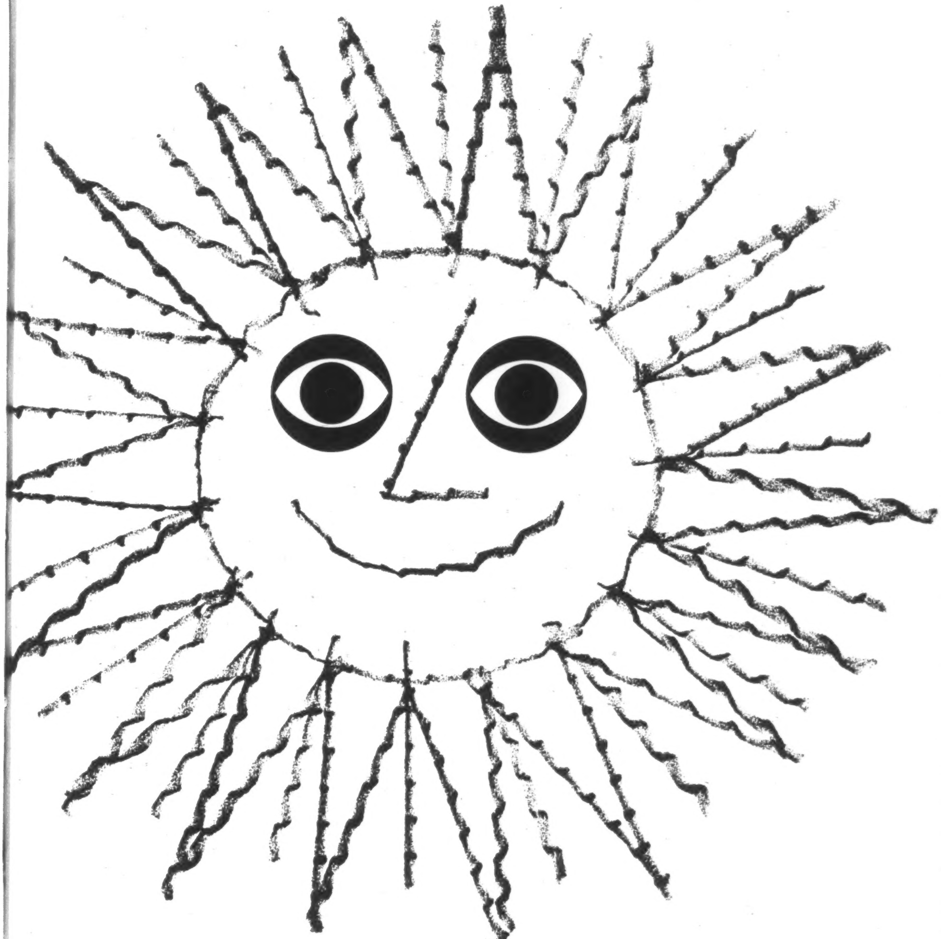
COLLINS

11 W. 42nd Street, NEW YORK 4 1930 Hi-Line Drive, DALLAS 2
2700 W. Olive Avenue, BURBANK Dogwood Rd., Fountain City, KNOXVILLE
COLLINS RADIO CO. OF CANADA, LTD., 74 Sparks Street, OTTAWA, ONTARIO



forty-one in a row!





Go down the latest Nielsen daytime ratings and check the top-rated shows.

One after another, they're CBS Television!

One after another, you'll find the *first 41* on CBS Television*... if you count the two shows moving here in a few weeks.

In all broadcasting history, no network ever had so many. Or such a solid basis of effectiveness for advertisers.

Daytime television—now in more than 30 million homes more than 80 minutes a day—builds its biggest audiences on CBS Television. Its average rating—11.2—is 67 per cent higher than on any other network!

And as day follows night, America's leading advertisers use far more daytime hours on CBS Television... more than on any other network by 72 per cent.

Get daytime display where more of your customers are watching more of the daytime—on **CBS TELEVISION**

*Based on First April NTI advertiser segments, Mondays through Fridays to 5 pm, while daytime rates apply.

CBS RADIO, MBS AFFILIATES SET TALKS AT CHICAGO ON RATES, OTHER PROBLEMS

The CBS stations will discuss nighttime network rates and possible extension of CBS Radio's commitment not to lower rates before Aug. 25, and also will consider a 'participations' plan. Mutual affiliates will discuss a 'participations' plan and merchandising proposal.

RADIO network rates, sales formats and station compensation are slated, in one form or another, for prominent attention in at least two network-affiliate sessions during the NARTB Chicago Convention. The annual meeting of CBS Radio affiliates is on Monday morning, and a meeting of Mutual affiliates on Monday morning.

The question of nighttime network rates has been explored in private meetings of CBS Radio officials with the CBS Radio Affiliates Board in recent weeks. Although there has been no official statement and private sources say no decision has been reached, it is known that some CBS Radio officials feel some reduction in nighttime network rates may become necessary—a step which affiliates board members have opposed and which they also contend should certainly be counter-balanced, if a reduction does come, by an increase in network daytime rates [CLOSED CIRCUIT, May 17].

The affiliates board has asked for an increase in daytime rates in any event [B•T, May 10] and also has pressed for an extension of CBS Radio's current commitment to make no reduction in rates during the year that ends Aug. 25. In view of this commitment, even if it is not extended, no change in nighttime rates would become effective before the Aug. 25 date.

This presumably also would apply to a CBS Radio proposal to institute a "participations" selling plan similar to that launched several weeks ago by NBC Radio—a plan which stirred up considerable heat among NBC Radio affiliates. The CBS Radio Affiliates Board has told the network that it "would vigorously oppose any proposal by CBS Radio to adopt any plan similar to that recently announced by NBC Radio for the sale of spot announcements" [B•T, May 3]. Board members feel they have succeeded in shelving any such proposal by CBS Radio, at least for the present.

Participations Plan

The "participations" plan is expected to share the limelight at the Mutual affiliates meeting. Mutual's version of the participations sales format [text, B•T, May 17] reportedly was given general approval by the Mutual Affiliates Advisory Committee a fortnight ago and was said to have been sent by Mutual to its affiliates last week in the form of an amendment to the affiliation contract. Network authorities said it also would be offered at the affiliates' meeting at NARTB.

A merchandising plan, somewhat reduced from the version offered to MAAC members [text, B•T, May 17], also is scheduled for presentation by Mutual to the affiliates. This proposal, which under present plans also would be embodied in an affiliation contract amendment, calls upon each affiliate to visit certain local representatives of manufacturers and local retail dealers, carry special announcements, etc., in support of Mutual's "plus-value" merchandising project.

Whether NBC Radio affiliates, or some of them, would get together during the convention in protest against the network's participations selling plan still remained uncertain late last week. Some opponents of the plan indicated a few weeks ago that they might stage a meeting during the conclave. NBC officials, however, contended only a few holdouts remained and said they knew of no scheduled meeting of either their radio affiliates or, incidentally, their television affiliates.

Officials of other networks said no sessions of their respective affiliates were scheduled.

Timing of the Mutual affiliates session depends upon time of arrival of most of the station officials. Network authorities said it would be held at 4 or 5 o'clock Sunday if enough affiliates had arrived by that time; otherwise it would be held Monday morning. The meeting place in any event is the Governors Suite of the Palmer House. Victor C. Diehm, WAZL Hazleton, is MAAC chairman.

The CBS Radio affiliates meeting also will be held at the Palmer House, starting at 9 a.m. in the Grand Ballroom. Kenyon Brown, KWFT Wichita Falls, is chairman of the affiliates board.

AP's Gramling Sees Peak Year for Radio

ANOTHER PEAK year for broadcasting was forecast last week by Oliver Gramling, Associated Press assistant general manager, on the basis of first-quarter reports indicated in a survey conducted in preparation for an AP field staff meeting to be held today (Monday) during the NARTB convention.

The AP field staff meeting is slated as an all-day session to be held at the Palmer House. Throughout the convention, officials said, AP will demonstrate its Photofax machine, receiving facsimile pictures directly off the nationwide AP Wirephoto network.

AP fieldmen scheduled to attend the convention are Justin Anderson, Kansas City; Paul Breining, Harrisburg; Tom Cunningham, New York; Richard Eimers, Seattle; Keith Fuller, Dallas; Jerry Gill, Omaha; Mark Knight, San Francisco; Bob Lee, Nashville; Frank Stearns, Washington; Al Stine, Kansas City; Jerry Swisher, Chicago, and Jack Weldon, Atlanta.

UP Sends Sixteen To NARTB Convention

UNITED PRESS will send 16 executives and business representatives to the NARTB convention meeting in Chicago this week. They are:

LeRoy Keller, vice president and general manager; William C. Payette, television manager; G. Edmonds Allen, director of special services; Bert Masterson, New York-New England division manager; Gerald J. Rock, eastern states division manager; S. Edmond Steeves, central division manager; Francis T. Leary, central division news editor; Charles E. Ahrens, central division radio news editor; Howard W. Gully, central division newspictures manager.

Dale M. Johns, central division business manager; James L. Herman and Edward L. Brant, central division business representatives; H. Calvin Thornton, Minneapolis business representative; Clifford Marshall, Atlanta business representative; LeRoy A. Hamann, Kansas City business representative, and Fred J. Green, San Francisco business representative.

Advance Registration NARTB Convention

Chicago, Palmer House

A

Abbott, Harry, KTVQ-TV Oklahoma City, Okla.
Adams, Irwin S., KGON Oregon City, Ore.
Adams, Richard E., WKOX Framingham, Mass.
Adanti, Paul, WHEN-TV Syracuse, N. Y.
Aderhold, Harvey J., WLWA (TV) Atlanta, Ga.
Adler, Ben, Adler Communications Labs., New Rochelle, N. Y.
Akerberg, Herbert V., CBS, New York, N. Y.
Akerman, Ben, WGST Atlanta, Ga.
Aldridge, Mahlon, KFRU Columbia, Mo.
Alexander, John, KODY North Platte, Neb.
Alford, Andrew
Allan, Donald K., WAFB-TV Baton Rouge La.
Allen, Jack, WTVJ Miami, Fla.
Allen, Walter H., KALB Alexandria, La.
Allman, Frederick L., WSVA-TV Harrisonburg, Va.
Amoo, Lloyd, KCJB-TV Minot, N. Dak.
Amory, Charles M., Minot Tv Inc., New York
Anderson, Sam W., KFFA Helena, Ark.
Andrews, Fred M., WROL Knoxville, Tenn.
Ansin, S. D., WTVJ Miami, Fla.
Antony, W. E., KWKH Shreveport, La.
Arnoux, Campbell, WTAR-TV Norfolk, Va.
Arvidson, Paul, WOC Davenport, Iowa
Atkinson, John R., WHBU Anderson, Ind.
Atlass, Leslie, CBS, New York, N. Y.
Aubrey, James T. Jr., CBS, New York, N. Y.
Auditore, Carmen J., Adler Communications Labs., New Rochelle, N. Y.
Austin, Mrs. Frances, J. Walter Thompson Co.
Axt, Donald D., RCA Victor Division—Recorded Program Services, New York, N. Y.

B

Bahakel, Cy, WKOZ Kosciusko, Miss.
Bain, D., RCA
Baker, R. Karl, WLDS, Jacksonville, Ill.
Baker, Raymond W., WSAL Logansport, Ind.
Baldwin, Bill C., KSO Des Moines, Iowa
Baldwin, Philip K., WHDH Boston, Mass.
Bannister, Harry, NBC, New York N. Y.
Banta, P. R., KGEO-TV Enid, Okla.
Barnes, Maurice R., Barnes & Neilson, Washington, D. C.
Barnes, Tom, WDAY Fargo, N. D.
Barnes, Wade, General Teleradio
Barnett, John A., Mrs., KSWS-TV Roswell, N. Mex.
Barnett, John A., KSWS-TV Roswell, N. Mex.
Barrett, Mike A., KTFY Brownfield, Tex.
Barrett, Mike A., Mrs., KTFY Brownfield, Tex.
Bartlett, Floyd E., KSO Des Moines, Iowa
Bartlett, Fred F., Philco Corp.
Bartlett, Marcus, WSB-TV Atlanta, Ga.
Barton, Morris C., KSLA Shreveport, La.
Bates, Al G., KFAB Omaha, Neb.
Bates, William A., WDAF-TV Kansas City, Mo.
Batson, Charles A., WIS-TV Columbia, S. C.
Battison, John H., National Radio Institute
Baudino, J. E., Westinghouse Radio, Springfield, Mass.
Baughn, Edward F., WPAG Ann Arbor, Mich.
Baxter, Lionel F., WSFA Montgomery, Ala.
Bean, Norman, WTVJ Miami, Fla.
Beckman, Alfred R., ABC, New York, N. Y.
Beeman, W. O., WHBQ-TV Memphis, Tenn.
Beigenroth, Louis, WOOD Grand Rapids, Mich.
Bell, Edgar T., KOMA, Oklahoma City, Okla.
Bellinger, Stephen P., WVMC Mt. Carmel, Ill.
Benham, Edward E., KTTV, Hollywood, Calif.
Bentson, N. L., WMIN St. Paul, Minn.
Berger, Lawrence, Standard Television, Beverly Hills, Calif.
Bergmann, Ted, DuMont, New York, N. Y.
Bernard, Joseph J., WGR Buffalo, N. Y.
Berryhill, J. L., KRON-TV San Francisco, Calif.
Betts, Floyd G., KPAC Port Arthur, Tex.
Betts, J. W., WFTM Maysville, Ky.
Beville, Ross H., WWDC Washington, D. C.
Bice, Max H., KTNT-TV Tacoma, Wash.
Biddle, Richard B., WOWL Florence, Ala.
Bigwood, Robert F., DuMont Television, New York, N. Y.
Bikel, Vic, Unity Television Corp., New York
Bingham, George W., WKIP Poughkeepsie, N. Y.
Binns, F. D., WLAC Nashville, Tenn.
Bishop, Dige J., WCTA, Andalusia, Ala.
Bishop, Edward E., WGH Norfolk, Va.
Bishop, Lee Porter, KORE Eugene, Ore.
Black, Elizabeth, Harry B. Cohen Advertising Co. Inc., New York, N. Y.
Blackburn, J. W., Blackburn-Hamilton Co., Washington, D. C.
Blackman, E. G., WLAC Nashville, Tenn.
Blair James, Teleprompter Corp., Philadelphia, Pa.
Blocki, Gale Jr., BAB, Chicago, Ill.
Bloom, J. D., WWL New Orleans, La.
Bloomquist, Carl, WEVE, Eveleth, Minn.
Blust, L. A. Jr., KTUL, Tulsa, Okla.
Boatright, Glenn, KPAC Port Arthur, Tex.
Boice, Hugh K. Jr., WEMP Milwaukee, Wis.
Boler, John W., KCJB Minot, N. Dak.
Bolling, George W., The Bolling Co., New York
Bondon, L. A., Prodelin Inc., Kearny, N. J.
Bondurant, Hale, KFBI Wichita, Kans.
Bone, John H., N. Eastern Mich.
Bookwalter, L. S., KOIN Portland, Ore.

(Continued on page 141)

RCA
COLOR TELEVISION

The RCA TK-40A All-Electronic Color Camera—now in quantity production.

WATCH RCA COLOR TV IN ACTION

at the NARTB Convention, May 23-27

See a complete RCA compatible color TV station in operation at the RCA Exhibit. Watch RCA's new Color Camera pick up live studio scenes on the spot. See RCA's new 3-Vidicon Color Film system in action. Look over RCA's full-sized Color TV control center. See how color signals are switched and fed to outgoing lines and color monitors.

And don't miss RCA's new black-and-white vidicon film equipment and multiplexer setup—the finest yet developed. Also new RCA high-power UHF and VHF transmitters, new RCA AM gear, new RCA microphones, new turntables. Operate the equipment yourself. Talk about it with RCA Broadcast and Television Specialists. Let them help you with your plans.

It's A Complete Show Within A Show ▶▶

How to prepare for Color TV

BROADCAST
NEWS
COLOR TELEVISION
ISSUE

The indispensable equipment guide *for every TV Station* planning color operations

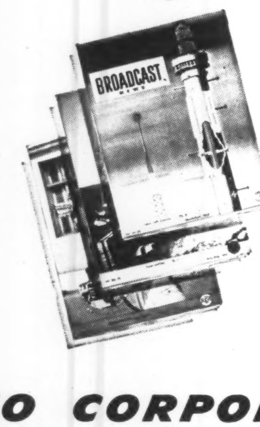
What's in the Color Edition

- The RCA Color TV System
- What Color TV Means to the Broadcaster
- Television Transmitter Operation with Color Signals
- How to Plan for Color TV
- RCA Color Studio Camera, TK-40A
- RCA Color Slide Camera, TK-4A
- RCA Color Film Camera, TK-25A
- RCA 16mm Color Film Projector, TP-20A
- RCA Color TV Monitor, TM-10A
- RCA Colorplexer, TX-1A
- Test Equipment for Color Television
- RCA Color Sync Generator Equipment
- Video Amplifiers in Color Signal Transmission

THIS SPECIAL 80-page issue of RCA Broadcast News has been prepared specifically for the TV station man who is getting ready to work with color. Filled with authentic information not found in its entirety anywhere else, this issue includes important facts you'll want to know about color Now . . . such as general operating theory of the color telecasting system, how to plan studios and stations for color, types of equipments and systems required, how to make equipment changeovers for color.

Copies of this special color issue of Broadcast News may be obtained from your RCA Broadcast Sales Representative. Or write Section 503, RCA Engineering Products, Camden, New Jersey.

The only 100% engineering-operations journal for station men



Read by broadcasters and telecasters longer than any technical magazine of its kind in the industry, RCA BROADCAST NEWS is prepared specifically to keep station men up-to-date on equipment-and-station operations. It includes straight-to-the-point facts on planning installations, testing and operating station equipment—newsy stories about stations from the stations themselves—interesting articles on "how-it-works" and "how-to-do-it" for the everyday job—plus equipment information you can find in no other periodical. RCA BROADCAST NEWS is published every other month. Ask your RCA Broadcast Representative to put you on the list to receive it regularly.

RCA®

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

BREWERIES BATTLE FOR COAST SALES

Invasion of the Pacific Coast by eastern brewers brings heavy radio-tv campaigns by invader and invaded.

WITH eastern beers invading western markets, either under their own labels or by purchase of California concerns, while local breweries fight to keep and increase consumer sales, a "Battle of the Brews" has begun along the Pacific Coast.

Newest entry is Liebman Breweries Inc., Brooklyn, which purchased Acme Breweries, San Francisco, to produce Rheingold beer for West Coast consumption. Introduction of Rheingold beer is being backed by one of the heaviest promotional campaigns ever released in the Pacific area.

Because of a "highly competitive situation," both brewery and agency, Foote, Cone & Belding, Los Angeles, have clamped an almost-military cordon of secrecy around campaign schedules and figures. However, all Los Angeles tv stations have been carrying an intensive saturation spot announcement campaign, mostly in Class A time. Additionally Rheingold sponsors the weekly half-hour *Douglas Fairbanks Presents* on KNBH (TV) Hollywood, KFMB-TV San Deigo and KMJ-TV Fresno, plus participations on the weekly KHJ-TV Hollywood *Olympic Auditorium Boxing Matches*.

Malt Curtain Lowered

Southern California Broadcasters Assn., cooperating with sponsor and agency, has also requested member stations not to reveal Rheingold campaign figures. However, a few have trickled out from behind the Malt Curtain and give some indication of the radio campaign scope. Reports state KFI Los Angeles will air more than 1,000 spots and over 150 identifiication spots during 1954; KLAC Hollywood, 864 identification spots till June 13 and over 1,800 30-second and one-minute spots during the year; KMPC Hollywood has a similar contract for approximately 1,500 spots by the end of the year.

Rough calulations indicate Leibman Breweries is using a total of 16 tv and 46 radio stations along the Pacific Coast. Moreover, Liebman continues the former Acme Gold Label beer under the name of California Gold Label, and has started an additional radio-tv campaign for this beer.

Chief competition to Rheingold in Los Angeles area comes from Maier Brewing Co., that city (Brew 102). Currently, Maier is fighting beauty with beauty, promoting its "Miss 102" contest in opposition to the present "Miss Rheingold" contest. However, while the Miss 102 winner will be used in radio-tv promotion (and the firm is buying tv time to televise eliminations), the Miss Rheingold winner will not.

With the slogan, "The Finest Beer Is Here," Enterprise Advertising Agency Inc., Los Angeles, servicing Maier, is using a six-week saturation radio spot schedule on six local stations, with only one tv spot, placed before the weekly KABC-TV Hollywood *Walter Winchell*.

Lucky Lager Brewing Co., San Francisco, long a heavy radio-tv time user, through McCann-Erickson Inc., that city, continues *Lucky Lager Dance* time on several California and Hawaiian stations, plus an extensive sports sponsorship and participation program. Sports expenditures alone are budgeted for $500,000, reports indicate.

Also a heavy time user is Regal Amber Brewing Co., San Francisco, which through Guild, Bascom & Bonfigli Inc., that city, sponsored KNXT (TV) Hollywood *Harry Owens Show*, co-sponsors ABC-TV *Saturday Night Fights* and utilizes intensive spot schedules.

Among other heavy tv-radio timebuyers are Los Angeles Brewing Co. (Eastside beer, a subsidiary of Pabst Brewing Co., Milwaukee) and Pabst Blue Ribbon beer; Falstaff Brewing Co., St. Louis; Joseph Schlitz Brewing Co., Milwaukee; Sicks' Seattle Brewing and Malting Co., Seattle, (Rainier beer); Miller Brewing Co., Milwaukee; and Anheuser-Busch Inc., St. Louis, (Budweiser beer).

SIGNING CONTRACT for sponsorship of Brooklyn Dodgers baseball on WJMO Cleveland are (l to r): Len Adams, WJMO sales manager; William Radcliff, Paul Warren Adv. Agency; Paul Nakel, WJMO manager; Karl W. Stewart, general manager of Cleveland-Sandusky Brewing Corp.; Paul Warren; Fred Boeden, brewery sales mgr.

Virginia GE Distributor Clamps Ceiling on Co-ops

NEXT thing you know someone will be trying to auction off radio time.

Heading in that direction is a co-op "ceiling" adopted by the General Electric Co. distributor in Richmond, Va.—R. S. Montgomery Inc.

In a sales bulletin sent to all General Electric dealers in its area, the Montgomery firm announced, over the signature of its advertising manager, D. Tunis, that, "It has been noted that one of the larger metropolitan radio stations recently sold a series of 60-second radio spot announcements for $1.25 each (their rate card showed $3) . . . dealer cost: 62½ cents,"

After kicking-off with that one, the firm went on to proclaim "the following regulations regarding radio advertising" effective May 15:

"1. R. S. Montgomery Inc. will accept for cooperative advertising credit radio advertising consisting of spot announcements only. No complete programs, etc., will be eligible for cooperative advertising credit.

"2. R. S. Montgomery Inc.'s participation in the cost of radio spot announcement advertising will be limited to $1.00 each. (In the event the cost of spot announcements are in excess of $2.00 total, the balance of the cost is not subject to cooperative advertising credit.)

"3. Approval must be received in advance for any radio spot announcement—submit duplicate copies of form No. 110, copy attached.

"4. No approval will be granted in excess of 13 weeks.

"5. All approvals now on file will be subject to conditions outlined above and will be modified accordingly.

"It is suggested that where existing contracts remain in force after May 15th that you discuss these cooperative advertising provisions with your radio station and where the station is unable to provide a spot announcement at a cost in keeping with these new rules for radio advertising of G-E Major Appliances that the contract, if any, be promptly cancelled."

Radio-Tv Timebuying Guide Published By Hires Co.

THE Charles E. Hires Co., Philadelphia, has published a booklet on how to buy radio and television time wisely, for use by its more than 300 franchise bottlers throughout the country. The booklet, titled "Hires Tv and Radio Time Buying Guide" was prepared by Hires' agency, N. W. Ayer & Son, New York, and has been mailed to the bottlers.

Hires has also made one-minute and 20-second radio and television spots available to local bottlers. In addition, the soft drink firm has increased radio and television spots in key cities where company-owned bottling plants are located.

The timebuying guide includes the following bits of advice for bottlers: Ask stations for local and package rates; get competitive bids and availabilities from all stations in town; see that your coverage conforms to your sales area; try to spot 20-second announcements before high-rated tv network shows rather than after; buy a diversified schedule to reach all groups since everyone is a potential Hires customer, and ask your station for merchandising help after you've established your overall advertising program.

Sherman Ellis Named Morgan Co. Chairman

SHERMAN K. ELLIS, vice president and member of the board of directors and plans board, Benton & Bowles Inc., New York, has joined Raymond R. Morgan Co., Hollywood, as chairman of the board. Raymond R. Morgan remains president, with Robert C. Temple executive vice president. James Morgan is vice president in charge of radio and television.

For 16 years Mr. Ellis was president of his own agency and following that was part of the firm of La Roche & Ellis, New York.

W&G Adds West Coast Office

OPENING of a new branch office in Beverly Hills, Calif., with Walter N. Hiller Jr. in charge, was announced last Wednesday by Weiss & Geller Inc., Chicago advertising agency. Mr. Hiller has been with the Toni Co. six years and was West Coast radio-tv director for the firm, a major part of whose account is handled by Weiss & Geller. Previously Mr. Hiller was Chicago radio-tv manager for Toni. The new office will be located at 355 N. Beverly Dr., according to Edward R. Weiss, agency president.

SPOT NEW BUSINESS

Serutan Inc., N. Y., for Serutan and Geritol, within next 10 days to start test campaign using radio and tv spots in addition to its present 17 radio markets and more than 40 tv markets with five-minute show featuring Victor H. Lindlahr. Agency: Edward Kletter, N. Y.

M & R Dietetics (Pream), considering 10-week radio spot announcement schedule in major markets starting mid-June. Agency: Benton & Bowles, N. Y.

Chr. Hansen Labs, Little Falls, N. Y., Junket brand div., effective May 30, starts spot announcement campaign for nine weeks in 39 radio markets. Agency: McCann-Erickson, N. Y.

NETWORK NEW BUSINESS

Liggett & Myers (Chesterfield cigarettes), N. Y., effective July 5 will sponsor *Gunsmoke* on CBS Radio. The western series is currently running sustaining Saturday nights but will move to Mondays, 9-9:30 p.m. EDT under Chesterfield sponsorship. Cunningham & Walsh, N. Y., is agency.

Eversharp Inc. (writing implements and Hydro Magic razor), through Biow Co., N. Y., will sponsor 8:45-9 p.m. portion of hour-long *Arthur Godfrey Digest* over CBS Radio for four weeks starting May 28.

AGENCY APPOINTMENTS

Chun King Sales (canned oriental foods) appoints J. Walter Thompson Co., Chicago, to handle advertising.

Franco-American (spaghetti, macaroni, sauce and beef gravy) appoints Hewitt, Ogilvy, Benson & Mather, N. Y., effective Aug. 1.

General Electric Co.'s air conditioning div. names Ruthrauff & Ryan, N. Y., to handle its advertising effective June 1.

ADVERTISER & AGENCY PEOPLE

Louis T. Fischer, media director, Dancer-Fitzgerald-Sample Inc., N. Y., appointed a vice president.

James O. Rankin, radio-tv copy director, D'Arcy Adv. Co., N. Y., elected vice president and creative director, Hilton & Riggio Inc., same city.

Jim Flood, formerly executive vice president of Tek Hughes Co., to Cecil & Presbrey, N. Y., as vice president in charge of marketing.

Joseph Harris appointed media director of Maxon Inc., N. Y.

Fred D. Slayton, former head of his own public relations firm, named public relations director for Ruthrauff & Ryan Inc., Chicago.

CBS-TV EVICTS LEVER BROS. 'BIG TOWN' IN WEEK'S NETWORK TV DEVELOPMENTS

The network will drop the series to make way for an hour-long drama series and an every-fourth-week "extravaganza" to be sponsored by Chrysler Corp. Other signings are completed during the past week by CBS-TV, NBC-TV and ABC-TV.

A CBS-TV "eviction" notice to Lever Bros.' *Big Town* series to make way for an hour-long series of dramas and an every-fourth-week "extravaganza" just sold to Chrysler Corp., highlighted a heavy schedule of network tv activity last week.

Other developments included:

- NBC-TV was set to sign Oldsmobile Div. of General Motors Corp. for sponsorship of one of its one-out-of-four-weeks "spectaculars"; lined up Nash Motors as a third co-sponsor of its fall-starting *Sid Caesar Show,* and signed Helene Curtis Industries for a weekly half-hour which was said to mark the company's entry into network television.
- ABC-TV signed U. S. Steel Corp. to a renewal of its alternate-week sponsorship of *U. S. Steel Hour;* was reported set to sign Elgin Watch Co. for fall sponsorship of the alternating week, and meanwhile sold a weekly half-hour to the Florida Citrus Commission.
- In addition to its Chrysler sale, CBS-TV signed Lever Bros. and Campbell Soup Co. for two Saturday daytime half-hours, and reportedly was on the verge of signing Westinghouse Corp. for a monthly "extravaganza" of its own.

Follows NBC-TV Precedent

In serving notice on Lever Bros. that its *Big Town* must move out of its present spot—which it has occupied for three and a half years—CBS-TV followed the suit of NBC-TV, which similarly has served "eviction" notices on U. S. Tobacco's *Martin Kane,* Firestone Tire & Rubber's *Firestone Hour,* and Speidel Corp. and Block Drug's co-sponsored *Name That Tune* [B•T, April 12, et seq.].

The Chrysler every-fourth-week "extravaganza"—described as starring "top entertainers of the theatre, screen and television in original productions especially designed for their talents"—also would appear to be cast in the mold of the "spectaculars" NBC-TV is planning, although the latter are to be 90 minutes long and produced in color while the one CBS-TV announced will be 60 minutes long and done in black-and-white.

The CBS-TV Chrysler sale, effective in the fall, is for the Thursday 8:30-9:30 p.m. time, in which hour-long dramas will appear three weeks of the month and an "extravaganza" on the fourth. To accommodate the new programs, the network decided to move *Four Star Playhouse* (alternated weeks by Parker Pen and Singer Sewing Machine) from its 8:30-9 p.m. period into the 9:30-10 p.m. time occupied by Lever's *Big Town.*

The network, which suffered a blow from Lever a few months ago when Lever signed to switch *Lux Theatre* to NBC-TV (and to take the radio version along to NBC Radio), reportedly has notified the advertiser it hopes to find another segment to offer for *Big Town* but has not yet found one.

Lever, on the other hand, last week bought a CBS-TV Saturday show, 1:30-2 p.m., starting in September. The show is *Uncle Johnnie Coons,* and originates in Chicago. McCann-Erickson, New York, is agency for Chrysler and also for the Lever *Big Town* and *Coons* series.

CBS-TV's other Saturday sale was to Campbell Soup Co. for sponsorship of re-runs of Abbott and Costello films in the 11:30-12 noon period, effective June 5. Leo Burnett, Chicago, is agency.

The Chrysler sale was announced jointly by L. L. Colbert, president of Chrysler, and J. L. Van Volkenburg, president of CBS-TV.

Mr. Colbert said "Chrysler Corp.'s decision to sponsor these new programs is the result of a thorough study to find the most effective way in which Chrysler Corp. might use television to interest a wide audience by offering outstanding entertainment."

Mr. Van Volkenburg said: "We know of no other regularly scheduled series in broadcasting ever to be presented on this magnitude, bringing into play the combined talents of so many great performers, fine authors, and the best production facilities. We believe that each program in the weekly series will be a memorable hour of television entertainment. We regard this forthcoming presentation as a most important milestone in CBS Television's continuing effort to bring to the public the highest levels of entertainment and information on a regular day-in-day-out, week-in-week-out basis."

Another once-a-month extravaganza reportedly is about to be signed by CBS-TV with Westinghouse, through McCann-Erickson, New York, for Wednesdays at 10-11 p.m. Other three weeks out of the month will continue to be sponsored by Pabst Sales Co. with its *Blue Ribbon Bouts.*

NBC-TV meanwhile is expected to sign Oldsmobile for sponsorship of a one-out-of-four-weeks "spectacular," Saturdays, 9-10:30 p.m. D. P. Brother, Detroit, is the agency. In addition, the network has lined up Nash cars, through Geyer Inc., as the third advertiser along with American Chicle and RCA, to underwrite the *Sid Caesar Show* Monday night show this fall.

NBC-TV also has signed a 13-week contract

MBS Vice President J. Glen Taylor (l) and commentator Fulton Lewis jr. scan the approximate 125,000 replies received in response to Mr. Lewis' poll to find out where the public stands on the McCarthy-Stevens investigation. Returns indicated 72.7% of the people think the hearings have accomplished some good and 65.7% believe the hearings should be continued.

What's this talk about single station penetration of Southeastern New England?

Q. Is there really *one* radio station that delivers top circulation *throughout* Southeastern New England—particularly Providence, Fall River and New Bedford?

A. Yes! *WPRO is the dominant, top-rated station*—with a 7.7 average quarter-hour Area Pulse* from 6 a.m. to 7 p.m. weekdays . . . 57.1% greater than the second-place station . . . 13.2% greater than the next two stations *combined.*

Q. Do WPRO's local programs—as well as CBS Radio programs — rate "first" throughout the area?

A. Decisively! In fact, WPRO holds commanding audience leads in 51 out of the 52 quarter-hour reporting periods — 27 of which are devoted to WPRO-produced local programs with a 7.2 average quarter-hour rating.

Q. Is WPRO top-rated in Fall River and New Bedford, Mass., as well as Providence and the entire area?

A. Yes! A Fall River-New Bedford share of audience analysis shows WPRO's index is 47.2% greater than the second-place station . . . 23.3% greater than the next two stations *combined.*

Q. Why is WPRO so predominant in Southeastern New England?

A. Because the personalities and programs — both local and network—are the personalities and programs Southeastern New Englanders *like best* . . . and because of WPRO's persuasive 5,000 watt voice on a preferred frequency—630 kc.

**Source — Area Pulse, Jan.-Feb., 1954, surveying the State of Rhode Island and Bristol County, Mass. Area includes three major metropolitan markets — Providence, Fall River and New Bedford . . . over 347,000 radio homes.*

to reach the most buyers,

BUY BASIC... CBS ...WPRO AM & FM

PROVIDENCE · 630 KC · 5000 W

Represented by JOHN BLAIR & COMPANY

TWO NEW HALF-HOUR MUSICAL TREATS . .

Television's Great New Musical Personality!

THE FLORIAN ZABACH SHOW

There's a new star on the TV horizon — FLORIAN ZABACH and his fabulous violin that "talks." A sensation in theatres and clubs from coast to coast . . . his recording of "The Hot Canary" has sold more than a million copies. Now . . . GUILD has built an excitingly different "personality musical show" around this great entertainer!

MUSICAL ENCHANTMENT FOR ALL THE FAMILY

FOR HIGHER RATINGS...

Check on these current GUILD half-hour hits . . .

LIFE WITH ELIZABETH

Sparkling situation comedy, starring lovely Betty White.

LIBERACE
(For Radio or TV)

TV's top musical hit. New radio version available in September.

from the producers of THE LIBERACE SHOW

THE FRANKIE LAINE SHOW WITH CONNIE HAINES

It's "Mr. Rhythm" himself — America's #1 recording sensation . . . now starred in his own tuneful TV musical revue. Featuring the songs of lovely, vivacious Connie Haines, and the nation's top dance stylists.

Lavish Settings • Glorious Songs

Both shows produced with the same GUILD FILMS "know-how" that has put The LIBERACE Show in more than 180 TV markets!

AND GREATER SALES IMPACT!

all for immediate delivery!

JOE PALOOKA

Ham Fisher's great characterizations brought to life by an all-star Hollywood cast.

Guild Films
COMPANY INC

420 MADISON AVENUE
NEW YORK 17, N. Y.

with Helene Curtis Industries, Chicago, which will become a network tv sponsor for the first time effective June 1 when it sponsors *Top Plays of 1954* filmed series, Tues., 9:30-10 p.m. The contract was placed through Earle Ludgin & Co., Chicago.

ABC-TV announced that U. S. Steel, through BBDO, New York, has renewed *U. S. Steel Hour* on alternate Tuesdays, 9:30-10 p.m., for the 1954-55 season. *Steel Hour* also will continue during the summer months. The alternate week, which was dropped by Motorola, is expected to be picked up in the fall by Elgin Watch Co. [B•T, May 17], through Young & Rubicam, New York.

ABC-TV also has sold the Tues., 8:30-9 p.m. time to Florida Citrus Commission through J. Walter Thompson Co., New York, for sponsorship of *Twenty Questions,* effective June 6.

KIUL Affiliates With NBC

KIUL Garden City, Kan., a six-days-a-week station on 1240 kc with 250 w, has been signed as an affiliate of NBC, effective Oct. 14, Harry Bannister, NBC vice president in charge of station relations, announced last week. The station is under the general management of Robert Wells and operates from 6 a.m. to midnight daily except Sunday. NBC authorities said it would serve as a "premium" or "bonus station" and would be offered all commercial programs ordered on KWBW Hutchinson, Kan.

BELL SYSTEM LINKS 300 TV STATIONS

THERE are now 300 tv stations tied into the Bell System's nationwide network of tv program transmission facilities to receive network programs for simultaneous broadcast.

The Long Lines Dept. of AT&T, which provides the wire lines, coaxial cables and microwave radio relay systems that make up the transmission facilities for the radio and tv networks, reported that with the anticipated addition of Kingston, N. Y., this past weekend, simultaneous tv network service is now provided for 191 cities in the U. S. The tv coaxial cable and radio relay routes now comprise more than 54,000 channel miles.

Six years ago this month, when 12 stations in five East Coast cities—Boston, New York, Philadelphia, Baltimore and Washington—were linked into the first commercial tv network operation, there were fewer than 1,000 miles of tv channels in use. By the end of that year (1948), tv network facilities had been extended to 31 stations in 15 cities. In each of the next four years an average of 7,000 channel miles was added.

Thus far in 1954, Long Lines reported, 55 stations have been added to the tv network roster, maintaining the rate of almost three a week that made 1953 a record year of growth for network television. About 60 more stations are expected to be added before this year is out, according to Ralph L. Helmreich, Long Lines director of operations.

Eleven major milestones along the route of tv network growth over the past six years were:

1. May 1, 1948—Commercial network tv service began over 916 channel miles linking 12 stations in five cities (Boston, New York, Philadelphia, Baltimore and Washington).

2. July 1948—National political conventions were telecast to 18 stations in nine eastern cities.

3. September 1948—Section of tv facilities was opened in Midwest, serving seven major cities.

4. January 1949—East and Midwest networks were linked.

5. September 1951—Coast-to-coast television was inaugurated with opening of a microwave radio relay system that carried telecasts of the Japanese Peace Treaty Conference.

6. July 1952—Telecast of national political conventions to 107 stations in 65 cities.

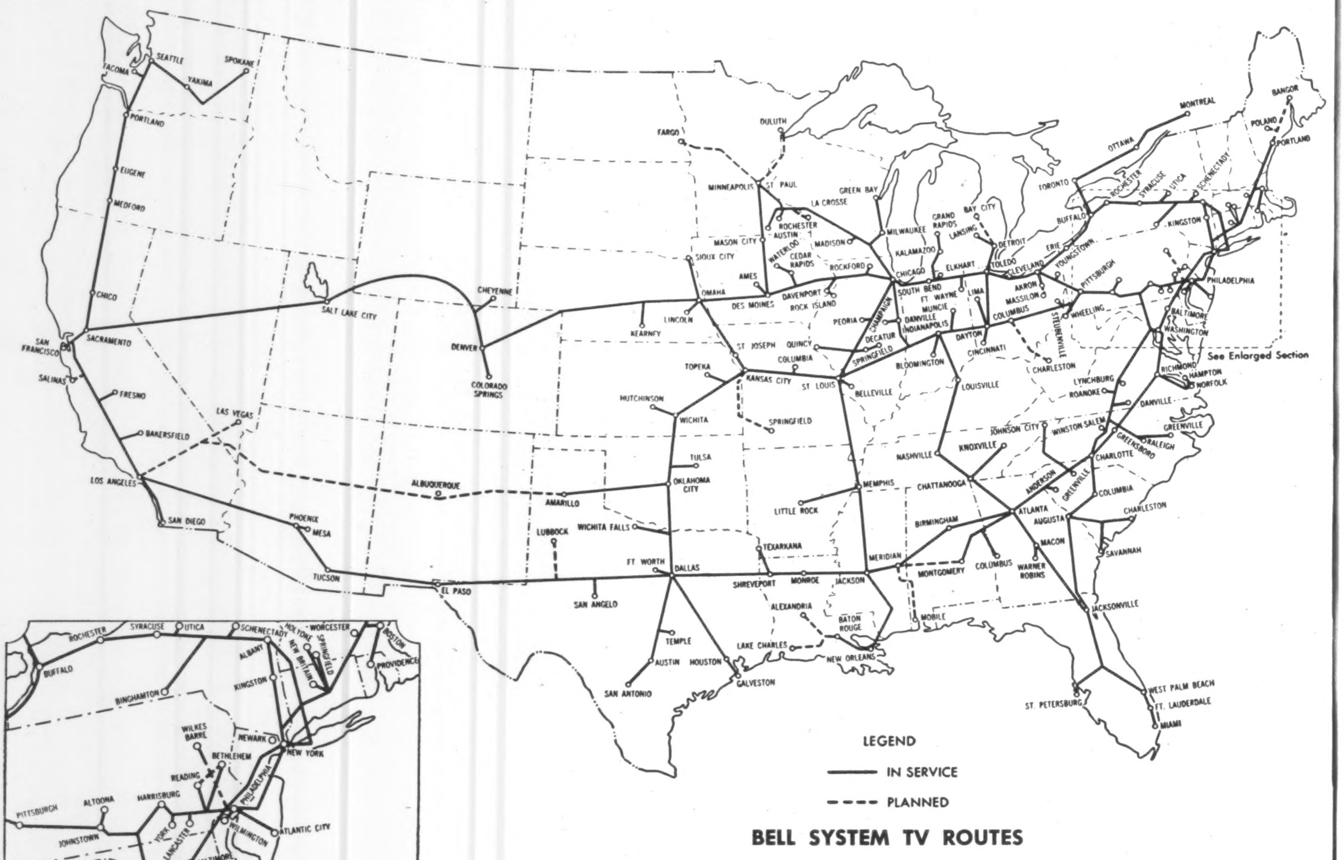
7. November 1952—First coast-to-coast telecast of election return programs, transmitted "live" to 110 stations in 67 cities.

8. January 1953—First coast-to-coast telecast of the presidential inaugural ceremonies, transmitted to 118 stations in 74 cities and viewed by an estimated audience of 75 million.

9. January 1953—Bell System network facilities extended to Toronto, Canada.

10. November 3, 1953—First coast-to-coast color television show, transmitted over AT&T's 3,000-mile transcontinental radio relay route from New York to Burbank, Calif.

11. May 24, 1954—300th station linked for network service in the U. S. (WKNY-TV Kingston, N. Y.).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SPOKANE
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YAKIMA
PORTLAND
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MEDFORD
CHICO
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FRESNO
BAKERSFIELD
LAS VEGAS
LOS ANGELES
SAN DIEGO
PHOENIX
MESA
TUCSON
EL PASO
SALT LAKE CITY
CHEYENNE
DENVER
COLORADO SPRINGS
ALBUQUERQUE
AMARILLO
LUBBOCK
WICHITA FALLS
FT. WORTH
DALLAS
SAN ANGELO
TEMPLE
AUSTIN
HOUSTON
SAN ANTONIO
GALVESTON
FARGO
DULUTH
MINNEAPOLIS
ST. PAUL
ROCHESTER
AUSTIN
LA CROSSE
GREEN BAY
MASON CITY
WATERLOO
CEDAR RAPIDS
MADISON
SIOUX CITY
AMES
OMAHA
LINCOLN
KEARNEY
DES MOINES
DAVENPORT
ROCK ISLAND
ROCKFORD
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TEXARKANA
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MONROE
JACKSON
MEMPHIS
ALEXANDRIA
BATON ROUGE
LAKE CHARLES
NEW ORLEANS
MERIDIAN
MOBILE
MONTGOMERY
COLUMBUS
WARNER ROBINS
BIRMINGHAM
CHATTANOOGA
NASHVILLE
KNOXVILLE
ATLANTA
AUGUSTA
MACON
SAVANNAH
JACKSONVILLE
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MIAMI
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COLUMBUS
INDIANAPOLIS
MUNCIE
DANVILLE
FT. WAYNE
LIMA
SOUTH BEND
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CHICAGO
KALAMAZOO
GRAND RAPIDS
LANSING
BAY CITY
DETROIT
TOLEDO
CLEVELAND
AKRON
MASSILLON
YOUNGSTOWN
ERIE
PITTSBURGH
WHEELING
STEUBENVILLE
BUFFALO
TORONTO
ROCHESTER
SYRACUSE
UTICA
SCHENECTADY
KINGSTON
OTTAWA
MONTREAL
BANGOR
POLAND
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PHILADELPHIA
BALTIMORE
WASHINGTON
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LEGEND
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PROVIDENCE
BUFFALO
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NEWARK
NEW YORK
BETHLEHEM
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ATLANTIC CITY
BALTIMORE
WASHINGTON
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BELL SYSTEM TV ROUTES AS OF MAY 1954

BASEBA
TODA

According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 54.6% more people . . . 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!

HEIGHT
COUNTS MOST!

WAVE-TV Delivers:

66.7% GREATER COVERAGE AREA
than any other television station
in Kentucky and Southern Indiana!

36.1% GREATER CIRCULATION
than the area's leading
NEWSPAPER!

761.0% GREATER CIRCULATION
than the area's leading
NATIONAL MAGAZINE!

Newspapers in dozens of cities 80 to 120 miles from Louisville carry WAVE-TV program schedules—*proof that WAVE-TV really "gets through" to fringe areas.* Here's why:

WAVE-TV's tower is 525 feet higher than Louisville's other VHF station!

WAVE-TV is Channel 3—the lowest in this area!

WAVE-TV's 100,000 watts of radiated power is the maximum permitted by the FCC for Channel 3—is equivalent to 600,000 watts from our old downtown tower on Channel 5!

Ask your local distributors about WAVE-TV's superior coverage, here in Kentucky and Southern Indiana.

LOUISVILLE'S
WAVE-TV
Channel 3
FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT
NBC Spot Sales, Exclusive National Representatives

NBC RADIO REPORTS $9 MILLION IN NEW SALES, $16 MILLION RENEWALS

Network puts its sales figures 357% ahead of the same six-month period a year ago. One-fourth of the new business was under the participations plan.

NEW RADIO time sales aggregating $9,083,000 in the last six months—a gain of 357% over the same period a year ago—were reported by NBC Radio last week in an announcement which said $16,116,000 in renewals since December brought the total to $25,199,000.

The figures are in terms of gross annual billings.

One-fourth of the new business, or $2,269,000, was attributed to contracts under the network's new plan of selling one-minute "participations," which originally evoked a burst of affiliate protests that still echoes in some quarters. In a separate announcement, NBC said the participations plan had attracted $1.5 million in new business during the single week of May 10.

Three-fourths of the new business of the past six months, or $6,814,000, stemmed from sales of time periods in the "traditional" pattern—half-hours, quarter-hours, and strips, NBC said.

The six-month report—which NBC saw as a big step toward acquistion of network radio leadership—covers the period since Sylvester L. (Pat) Weaver Jr. and Robert W. Sarnoff assumed their respective posts of president and executive vice president of NBC the first of December. At that time, NBC noted, Messrs. Weaver and Sarnoff listed revitalization of radio as one of their prime objectives.

Reviewing the six-month totals, William H. Fineshriber Jr., vice president in charge of the radio network, asserted:

"Pat" Weaver and Bob Sarnoff have stated over and over the value of the basic radio time period. The $6,814,000 in new NBC business invested in this type of property provides ample support of this philosophy.

"At the same time, we have noted that advertiser acceptance of the new participation plan is also essential to broaden the base of network radio, to make it available to all types of advertisers, with small or large budgets. The $2,269,000 in new business we have signed up for the participations plan illustrates vividly the acceptance of these plans."

Of the six-month total, NBC said, more than $6,200,000 worth was racked up over the past few weeks—"the largest amount of new network business that I can remember," Mr. Fineshriber said. He went on closed circuit tv to tell affiliates that, among other things, the recently signed new business will:

(1) Move *People Are Funny*, now on CBS Radio, to NBC Radio this fall under Mars Inc. and Toni Co. sponsorship; (2) switch *Gillette Fights* from ABC to NBC Radio, also this fall; (3) sell out virtually all participations available on *Fibber McGee & Molly* this fall; (4) sell out all time on *Young Widder Brown* and *Stella Dallas*, daytime quarter-hour strips, and also make Tuesday and Wednesday nights sold solid; (5) boost advertising on the "three plan" programs and on *Weekend* and *Roadshow* participations series.

List of Sales

Specifically, the sales were listed as:

NBC's parent RCA to start sponsorship of a quarter-hour (Wednesdays) of *One Man's Family* in July; Mars Inc. and Toni Co. to start sponsorship of the evening half-hour *People Are Funny* program in October for 52 weeks firm; Toni Co. to start sponsorship of Monday and Thursday quarter-hours of *One Man's Family* in May for 57 weeks and Tuesday and Thursday quarter-hours of *Young Widder Brown* in June, also for 57 weeks; contracts issued for sponsorship of *Gillette Fights* on Fridays at 10 p.m., to be firm this fall for approximately 43 weeks; RCA to underwrite two participations (Mondays and Fridays) in *Fibber McGee & Molly* for 13 summer weeks, plus 13 additional participations in "three plan," *Weekend* and *Roadshow*, during special pressure weeks in the same period; Prudential Life Insurance Co. buying five participations a week in *Fibber* starting in September for 39 weeks firm; Toni Co. to sponsor *Stella Dallas* on Tuesdays and Thursdays for 45 weeks firm, plus a new program to be scheduled Fridays 8:15-30 p.m. for 43 weeks firm; and an unidentified advertiser, "new to NBC," is "nearly set" to sponsor a Sunday or Monday half-hour for 26 weeks firm.

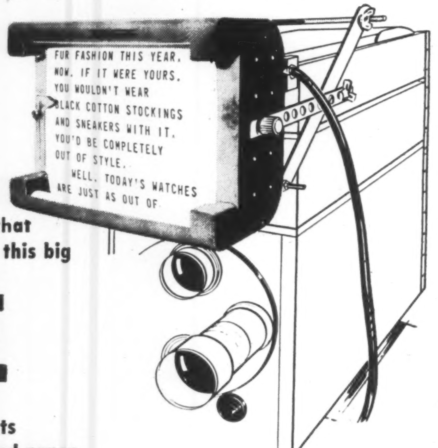
Mr. Fineshriber said RCA's summer purchase of participations alone "amounts to $249,000 in assured new billings, and we have every reason to believe the RCA investment in participation programs will reach $900,000 by July 1955."

Referring to Prudential's purchase of participations, he said Prudential "is showing its confidence in RCA's participation plan to the tune of an initial $568,000. This constitutes Prudential's entire yearly budget for national network radio."

New reduced Station Rates give you TelePrompTer® for only $60 a week!

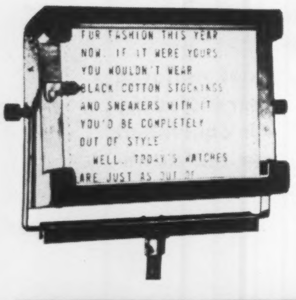
New Model 4 all-electronic TelePrompTer basic unit gives you all you need for *improved* "live" commercials, newscasts, political service, musical, variety and dramatic shows.

2 PrompTers
2 Camera mounts
Floor stand & mounts
2 Junction boxes
1 Power unit
Change kit
Cable



PLUS:
VideoTyper that types letters this big

E



5,000 sets VideoBond paper

Now, more than ever, there's no need to limp along on distracting cue cards ...no need to risk "fluffs" or embarrassing ad libs. At the new low station rates made possible by increasing demand and expanded production, TelePrompTer is available to every TV station everywhere. In *your* studios you can count on TelePrompTer to bring out the *best* in your personnel and productions. No investment so small ever offered you so much! We'll be glad to show you how today.

®Trade Mark Registered.
TelePrompTer U.S. Pat # 2635373, others pending.

NATIONAL
TELEPROMPTER
SALES CORPORATION
270 PARK AVE., NEW YORK 17

NEW YORK CITY
Herbert W. Hobler, Gen. Sales Mgr.
270 Park Avenue
MUrray Hill 8-8715

PHILADELPHIA
James Blair
City and Monument Ave.
GReenwood 7-8300

WASHINGTON, D.C.
Neal Roach
1346 Connecticut Ave.
COlumbus 5-3161

LOS ANGELES
George Kane
6151 Santa Monica Blvd.
HOllywood 9-6239

CHICAGO
Raymond Hagen
177 North State
FRanklin 2-8826

TORONTO
S. W. Caldwell
447 Jarvis Street
WAlnut 2-2103

During the convention, see TelePrompTer in action at the General Electric exhibit and come to Room 707-8 at Palmer House and see what TelePrompTer can do for you.

RUSS MORGAN DISK JOCKEY

Starting Monday, August 2, Russ Morgan will throw a 30-minute recorded disk jockey party, 5 days a week — ***"In the Morgan Manor."***

Meet interesting personalities as they talk with Russ about records, movies and show business in general. Hear the *current* phonograph record favorites . . . the smash hits of yesterday and collector's items of the immortal songs and stars of the past.

Come on along — there'll be great music and fun aplenty . . .

SUITE 760 & 761
PALMER HOUSE

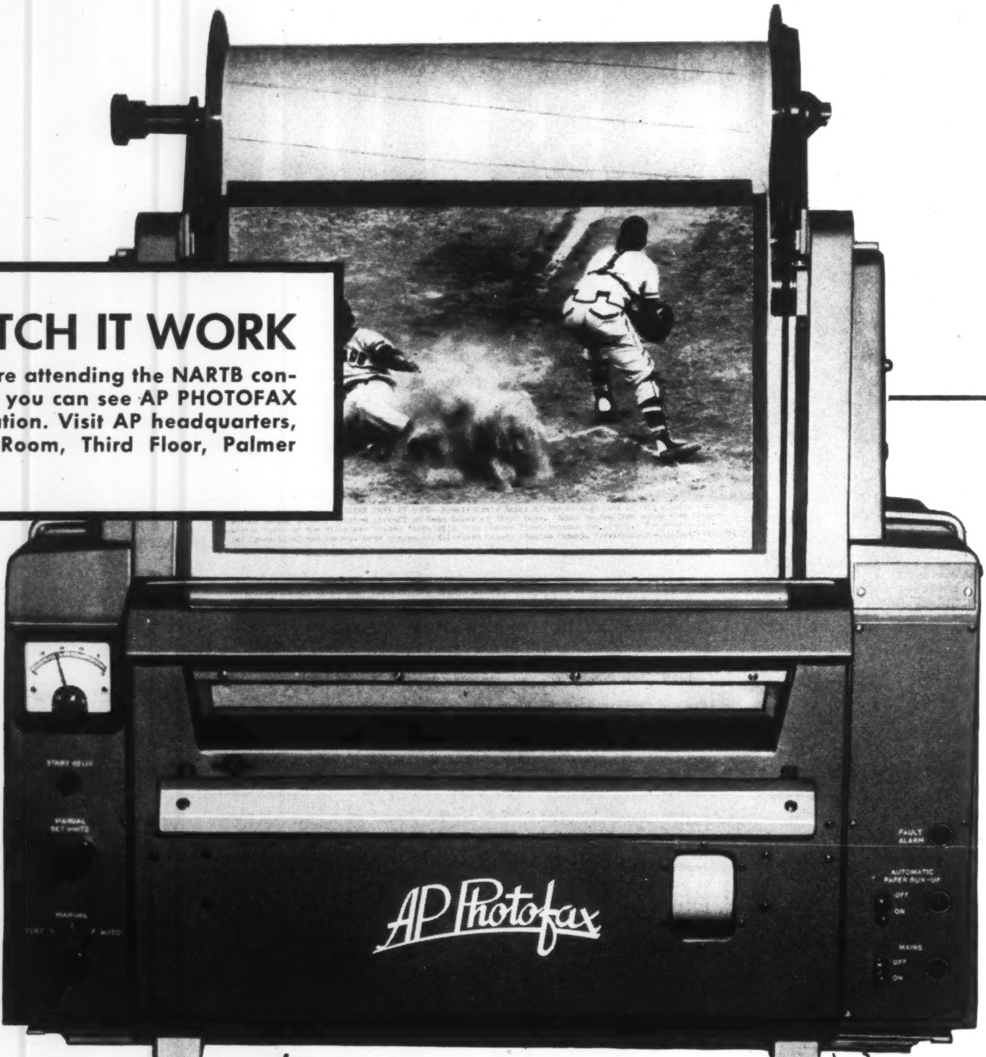
"in the morgan manor"

Available for commercial spot participation on a regional or local basis — 5 days weekly, beginning August 2, 1954.

LANG-WORTH FEATURE PROGRAMS, Inc.
113 WEST 57th ST., NEW YORK 19, N. Y.

WATCH IT WORK

If you are attending the NARTB convention, you can see AP PHOTOFAX in operation. Visit AP headquarters, Crystal Room, Third Floor, Palmer House.



PHOTOFAX pictures are provided through famous AP WIREPHOTO: backed by the largest photo staff of any news picture agency . . . operating on three continents . . . over 30,000 miles of high-fidelity leased wire in the United States alone . . . more than 550 subscribers in North America . . . receiving spot news pictures first-hand from more than 300 transmitting points . . . in every way, the largest and best news picture service in the world!

Those wh kn

Why is *this*

AP Photofax?

Because only this facsimile unit, designed for Television, is good enough to carry The Associated Press name plate.

ONLY THIS meets AP's standards.

ONLY THIS meets AP's demands for reliability.

ONLY THIS meets AP's requirements for economy.

ONLY THIS has been certified by The AP's research-engineering staff (the only technical news picture laboratory continuously maintained by any news agency since 1934).

Over a long period, *only AP's PHOTOFAX* survived the rigorous selection process!

NOW **. . . you can have the most modern facsimile service for spot news pictures right off the world famous AP WIREPHOTO network.**

- ✓ ***It will put your Television news department in the best of all competitive positions.***
- ✓ ***It will delight your accounting department with its low-cost operation***
- ✓ ***It will power your sales department with The AP's acknowledged audience-pulling appeal.***

Facsimile deserves your serious consideration. Is there any reason why you should be content with anything less than AP PHOTOFAX?

For full information call or write any Associated Press Field Representative or:

THE ASSOCIATED PRESS
50 Rockefeller Plaza • New York 20, N.Y.

know famous brands . . . know the most famous brand in news is AP

ABC NIGHT FORMAT TO BE MUSIC, NEWS

Relaxation from tv's more strenuous fare will be the hole card in ABC Radio's planned evening 'music and news' line-up, which, the network says, will be on a higher level than independents can offer.

ON THE THEORY that evening network radio is in a crisis, ABC Radio is setting out to become the first nighttime "music and news" network.

Realignment of the evening schedule already has been started with the objective of offering listeners relaxed—and relaxing—radio fare using the basic format that independent stations have programmed so successfully. But ABC officials claim their programs will be of a type and scope that independent stations cannot attain.

ABC officials make plain that their view of the crisis extends only to nighttime network radio—not daytime radio. The approach they are taking to solution of the problem is based on research which, they say, shows a post-television reversal in the radio interests of audiences in television homes.

Where audiences used to turn their radio at night for spectacular shows, high drama and excitement, ABC authorities contend they now rely on television for this type of fare and, when they turn on their radios, do so in search of relaxation.

Additionally ABC officials cite figures to show that nighttime network radio, in its "traditional" format, is depending upon non-tv homes for the bulk of its ratings. A move to "relaxing" evening programming will build listenership in tv homes and accordingly win greater support from advertisers, they reason.

In further support of their "music and news" theory, they note that through the use of this format independent stations, in the face of television, have gained competitively to a point where they now attract a larger share of the nighttime radio audience than any radio network.

Major opening gun in the network's drive toward the "music and news" evening format is *Just Easy*, a one-hour Monday-Friday strip which was started early this month. Scheduled in the 8-9 p.m. slot, it stars Jack Gregson with a group of regular performers, live music, guest stars, etc. Other programs with the "music and news" format are reported "on the drawing board."

NBC'S WEAVER APPROVES NIGHTLY COLORCAST PLAN

Network will inaugurate 'Tonight,' evening counterpart of 'Today,' as a nightly colorcast, he tells Pittsburgh Ad Club. He urges advertisers to grasp opportunity for leadership in pioneering color.

PLAN to initiate *Tonight*, NBC-TV's proposed companion piece to its early morning *Today*, as a nightly colorcast, has been approved by Sylvester L. Weaver Jr., NBC president, he revealed Tuesday in a talk before the Pittsburgh Advertising Club.

If the plan works out, he said, this new color series will be broadcast from 11:15 p.m. to 1 a.m. every night in the Eastern Time Zone and from 1 p.m. to midnight, Central Time. This would be in addition to the three different series of 90-minute color spectaculars scheduled to commence this fall, and other special colorcasts.

"Broadcasting *Tonight* in color," Mr. Weaver said, "would alone give us almost 10 hours a week of colorcasting to experiment with in live production, and if sold on an announcement basis and with cut-ins offered for local sale, we will be able to offer advertisers a real service. Or, we will be able to offer low-cost color laboratories really, with one-minute live color advertisements for agency and client to work out and see that night. Test and try and modify and be at home to watch what you have wrought."

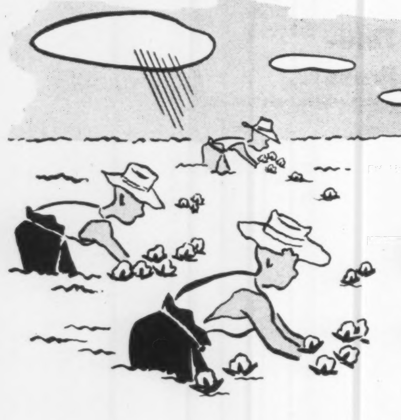
Predicting that color tv will "explode" the American economy upwards to new levels, Mr. Weaver told the club that "those of you who will decide to wait for circulation of a commercial size will miss the boat in color tv.

NETWORK PEOPLE

James G. Hergen, formerly assistant sales manager, Filing Equipment Bureau, New York Inc. and **John A. McArdle,** formerly a sales representative, Ziff-Davis Publishing Co., N. Y., to sales staff of NBC-TV's *Today-Home* unit.

Richard Welsch, unit production manager, NBC-TV *Colgate Comedy Hour*, named NBC-TV West Coast programming division manager of production. **Jerry Madden** succeeds Mr. Welsch.

Merle S. Jones, vice president, CBS-TV, elected to board of governors of Radio & Television Executives Society for 1954-55 season. His name was inadvertently omitted from the list published in B•T, May 17.



They're
PICKIN' COTTON
in Rochester

DOROTHY COTTON
..we mean

Rochester's Top-Rated Hostess On
'To The Ladies'
9:30 a.m.
Mondays through Fridays

Yes, radio listeners and sponsors as well are picking Cotton for good listening, good salesmanship! In addition to charming personality, she has wit and versatility that makes "To The Ladies" a daily treat for women of all ages, all tastes —a program packed with information (fashions, books, music, beauty hints, etc.)—and with SELL!

If you have a product that women are, or should be, interested in, you can buy participations on this show at our Class B rates.

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

WTVJ

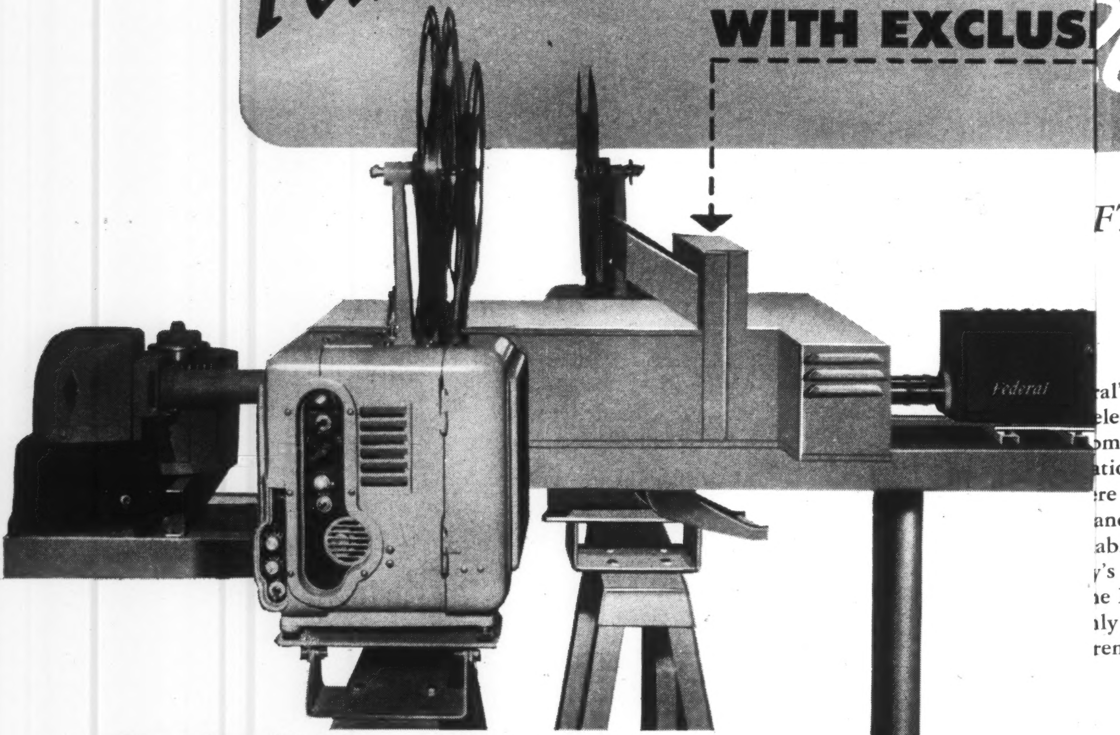
Channel 4

Miami, Fla.

appreciates the honor
bestowed upon
its public service efforts
as recipient of
the 1953
ALFRED P. SLOAN AWARD
for
continuous television programs
devoted to safety on the
public highways.

Federal's NEW VIDICO

WITH EXCLUS



Operational Features of the FTL-105A Film Camera Chain

- Only 3 basic units
- Minimum size and weight
- High definition—over 600 lines H. resolution
- Excellent contrast range
- 10 gray steps
- Full aperture correction
- Eliminates shading operator
- Smallest and lightest camera head—weighs 7.5 lbs.
- Control and Monitor in convenient operating console
- Rack-mounted low-voltage power supply

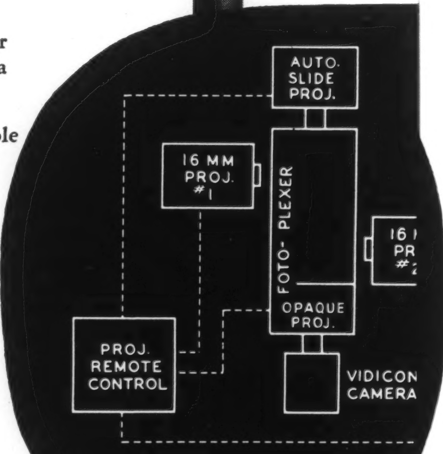
Low in cost—outstanding for economical operation!

Federal's FTL-105A film camera chain equipment meets all requirements of film, studio and remote pickup . . . with universal portable units of exceptional efficiency and simplicity.

From camera head to power supply this equipment has been designed to deliver the finest in automatic facilities, smooth program continuity and dependable performance . . . at low initial and operating costs.

With the versatile Vidicon camera head the need of a shading operator is eliminated—and further economies are assured by a tube cost of less than 25¢ per hour. The expense of an *external* projector is eliminated by incorporation of the FTL-287A Fotoplexer with *built-in, automatically-controlled opaque projection.*

For all needs of modern multiplexing . . . for reliable remote and automatic control . . . for maximum economy and minimum maintenance . . . the FTL-105A Film Camera Chain is the logical buy for your TV dollar!



Built-in opaques and 4-w
multiplexing . . . with o
camera . . . automatical

"Everything you need for TV—fr
Federal—for VHF or UHF"

M CAMERA CHAIN AND FOTO-PLEXER

US Built-In OPAQUE PROJECTION

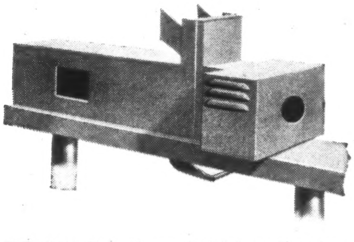
FTL-105A Film Camera Chain designed for unattended operation of 2 film projectors, slides and opaques . . . all remotely and automatically controlled!

al's new Vidicon film camera chain brings to elevision industry the latest developments in oment for the highest quality broadcast studio ation. It is not an ITV unit.

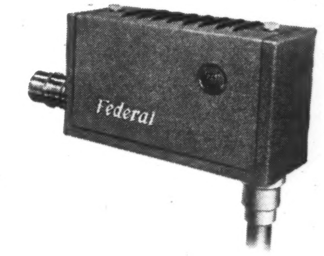
re is equipment of superior design and perance, assuring you the speed, versatility, deability and operating economy essential to 's wide range of telecasting requirements.

e Federal Vidicon film camera chain consists ly *three* basic units: a camera head, a compact remarkably efficient control and monitor section, and a low voltage power supply.

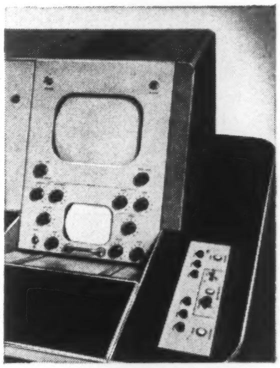
These basic units, in conjunction with Federal's unique Foto-plexer—*with built-in opaque projection*—and Federal's Projector Control Panel, permit the automatic multiplexing of images from two 16mm/35mm film projectors, slides and opaques into a single camera head . . . providing an extremely flexible combination. At all times, previewing of upcoming film, slides and opaques is easily accomplished. True unattended operation results with this remotely controlled group.



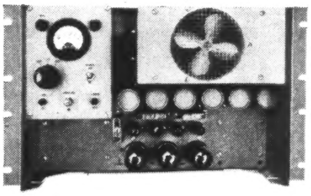
FTL-287A Foto-plexer: Multiplexes light images from two film projectors (16mm/35mm), 2" x 2" slides and 4" x 5" opaques into a single camera head. Provides ultimate in operating smoothness. Built-in opaque projector holds 15 cards – changed remotely by push-button from the console-mounted Projector Control Panel.



FTL-277A Vidicon Camera Head: Lightest and most compact unit of its kind. Weighs only 7.5 lbs. Exceptionally portable. Uses modern photo-conductive tube, providing high signal-to-noise ratio, excellent contrast range and fine color definition. Tube operating cost is less than 25¢ per hour.



FTL-278A Camera Control and Monitor: Mounts in handsome console section (13-5/16" wide). The FTL-271A Projector Control Panel is shown on the right of the FTL-278A. Camera control and monitor provides 10" picture and 5" waveform. Simplified panel permits one operator to fully control two film projectors, automatic slide projector and opaque projector. Weighs 60 lbs.



FTL-279A Low Voltage Power Supply: Mounts in 14" height in standard rack cabinet. Employs long-life selenium rectifiers. Low heat dissipation and unusually light weight are features of this equipment. Weighs only 40 lbs.

Your nearest Graybar office will be glad to give you complete technical information.

Distributed by GraybaR

Federal Telecommunication Laboratories

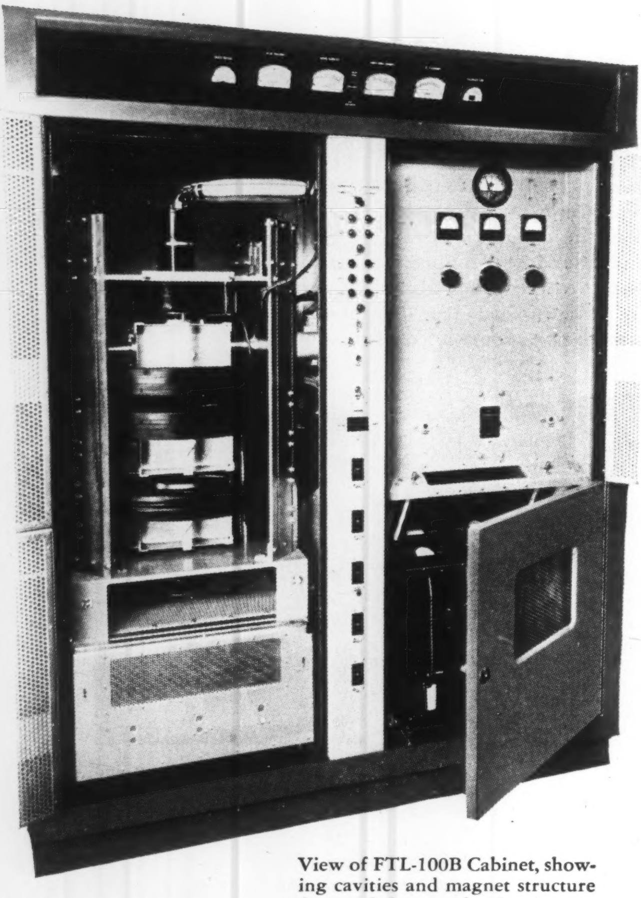
TELEVISION BRANCH ROUTE 17, LODI, N. J. *Main Office:* 500 Washington Avenue, Nutley, N. J.

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P.Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.

DIVISION OF IT&T

Federal's FTL-100B 12.5 KW UHF TV AMPLIFIER

DESIGNED TO PROVIDE HIGH POWER OVER THE ENTIRE UHF BAND—CHANNELS 14-83



View of FTL-100B Cabinet, showing cavities and magnet structure designed for rapid tube change.

The FTL-100B Features:

- **Broad Band Circuits**
- **Excellent Linearity**
- **Low Noise—no critical adjustments**
- **5-Minute Tube Change**
- **Silent, Efficient Water-cooling**
- **Remarkably Rugged Construction**
- **Small Space Requirements**

The FTL-100B utilizes rugged circuitry that is easily adjusted for optimum performance . . . easily maintained in operation. There is no critical tuning . . . no compensation of one circuit for the deficiencies of another.

All amplifier circuits have been designed for wide band operation.

The amplifier uses a 3K50,000 Klystron amplifier tube, with ceramic-copper seals for sturdy construction. Heavy-duty, silver-plated cavity parts insure circuits of high efficiency and stability. Tube changes can be made in less than five minutes.

Efficient water-cooling keeps tubes cool . . . can be handled as soon as anode power is off. Distilled water is not required.

Space requirements of the FTL-100B amplifier are small. Amplifiers require one standard bay each for aural and visual units – each bay 33″ deep x 66″ long x 83″ high. These bays house all power supplies for Klystron focusing magnets and all associated controls. Plate power rectifier units are of the fireproof, sealed-in-oil type. The latter are mounted in a power vault approximately 6′ x 10′ x 8′, which need not be fireproof.

Details of floor plans are best determined by examination of the customer's requirements.

Your nearest Graybar office will be glad to give you complete technical information.

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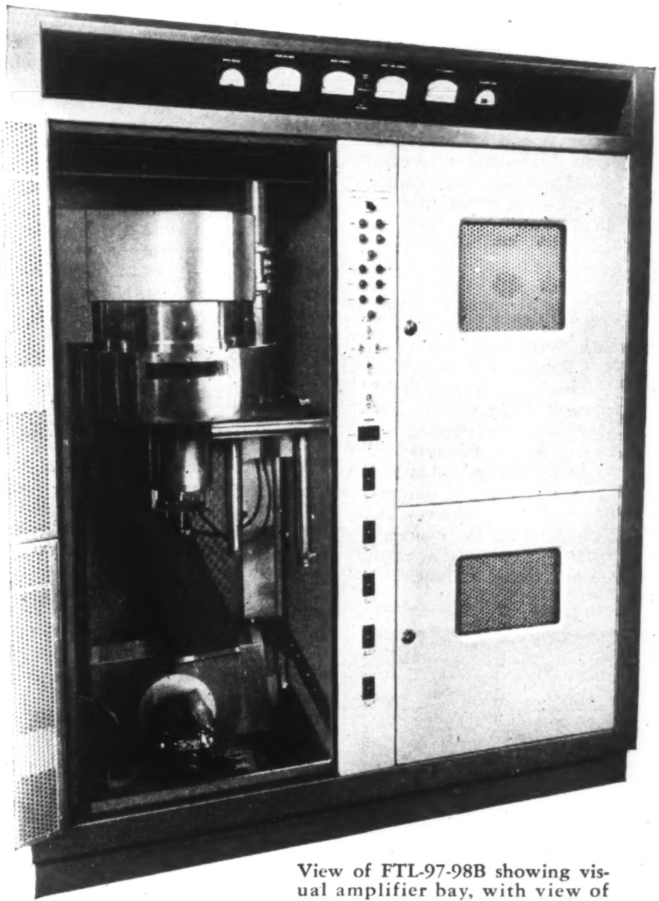
TELEVISION BRANCH ROUTE 17, LODI, N.J. *Main Office:* 500 Washington Avenue, Nutley, N.J.
In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P.Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.

Federal's FTL-97-98B 25 KW VHF TV AMPLIFIER

WITH ANTENNA GAINS OF 16, 316 KW OF ERP CAN EASILY BE ATTAINED ON CHANNELS 7-13



View of FTL-97-98B showing visual amplifier bay, with view of high-power amplifier cavity circuit.

The FTL-97-98B Features:

- **Broad Band Circuits**
- **High-grade Color-Signal Performance**
- **Excellent Linearity**
- **Remarkable Black Level Efficiency**
- **Quiet, Dependable Water-cooling**
- **Small Space Requirements**
- **Rugged Construction**

The FTL-97-98B is designed to be driven by any standard 5 KW VHF television transmitter. Used in conjunction with an antenna system with a gain of five or more it will provide ERP in excess of 100 KW on the low channels; with gains of 16, 316 KW of ERP on channels 7-13.

The unit utilizes a stable grounded-grid-screen type circuit with a rated power gain of 8½. Output is double-tuned with a single control. The 10 mc band width is more than adequate for color TV.

All circuits of the transmitter are metered; currents and voltages are indicated on front panel. Complete monitoring facilities for all RF portions of the circuit are presented by reflectometers.

The FTL-97-98B uses a single water-cooled tetrode type 4W20,000. Excellent heater life is assured by a bombarder type of cathode. Ceramic-copper tube seals are used for tube strength; heavy bronze castings for critical circuit parts.

Space requirements are small. Amplifiers require one standard bay each for aural and visual units—each bay 33″ deep x 66″ long x 83″ high. Plate power rectifier units are of the fireproof, sealed-in-oil type. The latter are mounted in a power vault approximately 6′ x 10′ x 8′, which need not be fireproof.

Details of floor plans are best determined by examination of the customer's requirements.

Your nearest Graybar office will be glad to give you complete technical information.

Distributed by GraybaR

Federal Telecommunication Laboratories

DIVISION OF IT&T

TELEVISION BRANCH **ROUTE 17, LODI, N.J.** *Main Office:* 500 Washington Avenue, Nutley, N.J.

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GOLDENSON TELLS AB-PT STOCKHOLDERS ABC WILL SHOW 'MARKED IMPROVEMENT'

The AB-PT president relates the network's moves to bolster its television programming, citing the recent agreement with Walt Disney Productions and the NCAA football games contract for this fall. He sees no second and third quarter profits.

PREDICTION THAT there will be a "marked improvement" in the ABC Division's overall operations, starting with the fall season, was expressed last week by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., at the annual stockholders meeting in New York.

Mr. Goldenson outlined steps the division is taking to bolster television programming and at the same time re-affirmed his confidence in radio. He said radio currently is "in a period of transition as a result of television's rapid growth," but added that "there is a re-awakened interest in radio as well as a growing recognition that radio still represents one of the most effective and economical advertising media."

Time Needed to Build

He acknowledged it "is going to take time and effort" to build high quality television programming, but cited two recent developments as examples of the network's efforts in that direction. The first, he said, was the signing of a long-term agreement with Walt Disney Productions under which Mr. Disney will produce a series of hour-long tv programs for showing exclusively over ABC-TV, starting in the fall [B•T, April 12]. The other was an arrangement for telecasting the National Collegiate Athletic Conference football games [B•T, April 26].

Mr. Goldenson reported to stockholders, however, that the second, and especially the third quarters of this year are not expected to be profitable, but noted that "these are the weakest broadcasting periods." He added:

"However, with the new programs being readied, augmented by the Disney series, the NCAA events and renewals of present shows which are now being negotiated, we anticipate a marked improvement in the network's overall operations, commencing with the important fall season."

Mr. Goldenson described AB-PT's participation in the "Disneyland" amusement center project [B•T, May 3], noting the corporation has a stock interest of approximately 35% for which AB-PT will pay $500,000 cash. The corporation, Mr. Goldenson continued, also has "contingent obligations to lend additional funds or cause them to be lent."

Film slides of the proposed "Disneyland" were shown to stockholders.

Theatre Gains

Mr. Goldenson said AB-PT expected a pickup in theatre business in the third quarter, but reported that the second quarter is behind that of last year. One factor contributing to this decline, Mr. Goldenson said, was "the effects of television for the first time in smaller towns, especially in the South and Southwest."

Stockholders re-elected the present board of directors of AB-PT to serve for the coming year.

They are: Mr. Goldenson; and Earl E. Anderson, vice president of ABC; John Balaban, president of Balaban & Katz Corp., a subsidiary of AB-PT; A. H. Blank, president of Tri-States Theatre Corp., a subsidiary; John A. Coleman, partner of the brokerage firm of Adler Coleman & Co., New York; Charles T. Fisher Jr., president of National Bank of Detroit; E. Chester Gersten, president of The Public National Bank and Trust Co., New York; Walter W. Gross, vice president and general counsel of AB-PT; Robert H. Hinckley, vice president of AB-PT and ABC; Robert L. Huffines Jr., president of Textron Inc.; William T. Kilborn, president of Flannery Mfg. Co., Pittsburgh; Robert E. Kintner, vice president of AB-PT and president of ABC; Walter P. Marshall, president of Western Union Telegraph Co.; Edward J. Noble, chairman of the finance committee of AB-PT and chairman of the board of directors of the Life Savers Corp.; Robert H. O'Brien, financial vice president and secretary of AB-PT and executive vice president of ABC; Herbert J. Schwartz, president of City Stores Co.; Robert B. Wilby, president of Wilby-Kincey Service Corp., and Owen D. Young, retired.

In answer to a stockholder's question on the implications of "pay-as-you-see" tv for the corporation, Mr. Goldenson said top executives have been "looking into this matter very carefully." He said the opinion of the corporation, at present, is that pay television is not economically feasible and that it will not hurt the theatres. When and if this system proves practicable, Mr. Goldenson continued, AB-PT will "get into the act."

Answers Criticism

Another stockholder criticized ABC for carrying Facts Forum's *Answer For Americans* and commentary by George Sokolsky, claiming that both these programs "slanted the news and distorted it." Mr. Goldenson replied that ABC also presented programs featuring Elmer Davis and Martin Agronsky and said that they were considered as proponents of "a different point of view" from that of Mr. Sokolsky and the supporters of Facts Forum. He explained it was the policy of ABC to present "as many viewpoints as possible on our news shows."

HARRY BANNISTER (seated), NBC vice president in charge of station relations, and Henry P. Johnston, president and managing director of The Television Corp., licensee of WABT (TV), WAPI and WAFM (FM) Birmingham, Ala., sign affiliation contracts to bring the NBC program schedule to the stations beginning July 4. The stations are owned by The Birmingham News Co.

CBS-Columbia U. Series

CBS Radio reports that the network and Columbia U. have received more than 15,000 requests for copies of *Man's Right to Knowledge,* recently completed lecture series by eminent scholars. The series, which was broadcast in observance of Columbia U.'s bicentennial celebration, will be presented on CBS Radio again in the fall. Publication of the first series of 13 lectures is set for Thursday, with a first printing of 20,000 copies.

No. of Radio Homes in CBS Spot Sales Markets Up 25%

NUMBER of radio homes in 14 major markets with stations represented by CBS Radio Spot Sales increased by 24.7% from 1947 to 1953, with the number of home radios increasing 63.1% in the same six-year period, according to figures in a new CBS Radio Spot Sales promotion piece, "Keeping Tabs on 14 Major Markets."

Radio set sales are continuing to boom, the brochure points out, citing RETMA data to show that the sale of home and auto radios to dealers in those 14 markets was 25.3% higher in 1953 than in 1952 and that the 1953 radio set sales figure topped that of tv set sales in the same markets by 64.2%. Remainder of the presentation deals with the programming on these stations, which, according to the booklet, is responsible for giving these stations "the number one status in their respective markets."

Anson, Davis Dismiss Suit Against CBS Show

WITH the issue "fully compromised," a $1,350,000 damage suit brought against CBS over the *Songs for Sale* program by disc-m.c. Bill Anson and Don L. Davis has been dismissed in Los Angeles Federal Court. Details of the settlement were not revealed.

The suit, originally filed in Los Angeles Superior Court in April 1952, was shifted to Federal Court and charged CBS, C De Corp. and FGH Corp. with unfair competition, infringement of common law copyright and breach of contract. It contended the CBS program was copied from *Song Jury* which plaintiffs had on KFWB Hollywood and *Music Is My Business* on KTTV (TV) there.

NBC-TV to Show 'Home' To Supermarket Meeting

AS a means of demonstrating the impact of television as an advertising medium, the NBC-owned stations division has arranged for a segment of NBC-TV's *Home* program to be presented over closed circuit to the annual convention of the Supermarket Institute in Cleveland this Wednesday.

This will mark the second straight year the division has cooperated with the Supermarket Institute on such a demonstration. The closed circuit is being arranged by Max W. Buck, director of merchandising for NBC's owned stations, who will be assisted by merchandising executives from NBC stations, including David Engles, KNBC San Francisco; John Keys, WMAQ-WNBQ (TV) Chicago; William Dallman, WTAM-WNBK (TV) Cleveland; Curt Prior, WRC-WNBW (TV) Washington, and Harry Camp, KNBH (TV) Los Angeles.

Everyone has something he does best . . .

We'll go that statement one better. What *we* do best is also the *only* thing we do — the finest possible representation for quality television stations. The mainspring of our success is that we serve *only* them — and *only* television. If you believe that quality representation should have all the dependability of a fine watch, then we have a premise in common that may deserve pursuing further.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

CBS Enunciates Policy On Equal Time Expenses

Network sends check to Sen. McCarthy to cover costs of outside filming for April 6 'See It Now' stanza.

PAYING OFF Sen. McCarthy for his expense in filming his *See It Now* reply to CBS Newsman Edward R. Murrow's *See It Now* report on the Senator, CBS last week enunciated its policies with respect to who should pay what in "equal time" matters.

In cases like Sen. McCarthy's, where non-CBS facilities are used to film a reply to a broadcast by a CBS staff member, CBS "believes that its policy of fairness and balance compels it to reimburse the individual for reasonable and necessary costs"—though it also feels that in such cases there should be "prior discussion with CBS in order that there be advance agreement concerning the type of presentation for reply and the cost involved." The statement continued:

"In the case of Sen. McCarthy, there was no such prior discussion or agreement and CBS was not informed until shortly before his broadcast that Sen. McCarthy intended to film his broadcast through outside facilites. However, since the policy of prior agreement in these circumstances had not yet been enunciated by CBS, CBS believes it would not be proper to refuse to reimburse Sen. McCarthy on this ground."

Accordingly, CBS sent the Senator a check—understood to come to $6,336.99—on May 15, five days after receipt of the bill. Fox-Movietone News, which made the McCarthy film, had sent the bill originally to the Senator, who reportedly sent it first to (and got it back from) Aluminum Co. of America, *See It Now* sponsor. The McCarthy film was telecast April 6 in reply to a Murrow telecast of March 9.

Available Facilities

In outlining its policies, CBS said its radio and television networks "provide facilities and technical assistance reasonably needed by those who are invited by CBS to reply to positions taken in programs produced and controlled by CBS."

In cases where the original broadcast involved a speech or statement by a spokesman not connected with CBS, "the CBS policy is to limit the reply to the same type of broadcast as the original, using the same general method of presentation and the production facilities of CBS"—as in the case of *Man of the Week*, a panel news program produced and controlled by CBS, the statement explained.

Cases where special time is provided to outside persons or organizations for the purpose of furthering a point of view on a controversial subject are considered "distinct from programs produced and controlled by CBS," the statement continued.

"In these special broadcasts, CBS will supply such camera and production facilities as may be reasonably necessary for a live broadcast. Any props or other visual materials, or any film which may be used during the broadcast, must be paid for by those using the special time period. The same conditions will apply to those who are invited to answer such special broadcasts.

"CBS believes these applications of its policy of fairness and balance are in keeping with the American tradition of fair play."

WTIK-TV Durham, N. C., signs affiliation with ABC-TV. L to r: Ernest Lee Jahncke Jr., vice president and assistant to the ABC president; Duncan Harmon, WTIK-TV president-general manager, and Alfred R. Beckman, ABC station relations director.

Overall, Kemble Resign Mutual-WOR Positions

RESIGNATIONS of John R. Overall as MBS eastern sales manager and of Miss Dorothy Kemble as director of continuity acceptance and religious programming for Mutual-WOR-AM-TV New York were reported last week, both effective June 1.

Mr. Overall was understood to be considering entrance into the tv station ownership field, while Miss Kemble was reported planning to devote her time to free-lance writing. Their respective successors have not yet been named.

Mr. Overall, formerly with NBC sales for five years, joined the Mutual sales department in May 1936, and was named eastern sales manager in August 1950. He is credited with instrumental roles in the sale of a number of important Mutual program properties.

Miss Kemble joined Mutual in 1946 as director of continuity acceptance and script clearance, subsequently adding the title of director of religious programming. Her responsibilities were expanded to include the same functions for WOR-AM-TV about two years ago. Before joining Mutual she was with ABC for several years.

ACLU Opposes Indictments Against Fulton Lewis jr.

VOICING opposition to criminal indictments against Fulton Lewis jr., Mutual commentator, the American Civil Liberties Union last fortnight filed a brief as *amicus curiae* with the Circuit Court of Maryland for Howard County.

Main arguments advanced in the ACLU brief are that the "alleged defamatory matter is privileged since the Common Law governs the law of criminal libel in Maryland" and that the indictments are "void as an unconstitutional restraint upon freedom in violation of the Fourteenth Amendment to the Constitution of the U. S."

Three indictments for criminal libel were handed down against Mr. Lewis by a St. Mary's County (Md.) grand jury last Feb. 26 on charges that he sent various letters to public officials in Maryland reflecting on the integrity and fitness for office of other public officials [B•T, March 1].

McWilliams to Head Air Programs Inc.

HARRY K. McWILLIAMS, former advertising and public relations director of Screen Gems Inc., last week was elected president and named general sales manager of Air Programs Inc., New York, radio and television program distributors.

His first project was described as national radio syndication of the *Original Amateur Hour*, starring Ted Mack. The program has been on radio for some 20 years and more recently on television also.

Mr. McWilliams resigned effective May 15 from his post with Screen Gems, tv subsidiary of Columbia Pictures Corp., after 12 years with Columbia. He formerly was with Benton & Bowles and Ted Bates Inc.

Goodman Productions Sues Eigen in Show Cancellation

SUIT for over $58,000 was filed against Jack Eigen, midwest radio-tv personality, in Chicago Superior Court last fortnight on behalf of Goodman Enterprises Inc., a tv package and/or advertising firm.

The suit charges Mr. Eigen uttered disparaging remarks about his guests, thus causing cancellation of his Friday evening program on WOKY-TV Milwaukee after April 30. The program began April 9.

Sanford Wolff, attorney for Mr. Eigen, said he would file an answer shortly, claiming the package firm negated a firm 13-week contract for the personality's services on grounds his conduct discouraged potential sponsors. Mr. Eigen conducts the *Chez Show* from Chicago's Chez Paree on WMAQ Chicago six nights each week.

BMI Offers 3 Tv Clinics In August—If Requested

BMI will hold three tv clinics this summer—if the tv station managers want them. Glenn Dolberg, BMI vice president in charge of station relations, last fortnight sent detailed questionnaires to all tv station managers, offering to hold tv clinics Aug. 2-3 in New York, 5-6 in Chicago and 9-10 in Los Angeles, if the stations desire them. Dates were chosen to avoid conflict with other industry meetings. Previous BMI tv clinics held in May 1952 in the same three cities, drew a total attendance of 486, although there were only 108 tv stations on the air at that time. The BMI questionnaire asks station executives who want the clinics held to suggest topics for discussion and speakers to discuss them.

PROGRAM SERVICES SHORTS

McConkey Artists Corp., Hollywood, moves from Hollywood Roosevelt Hotel to 1822 N. Wilcox Ave., June 1, having purchased two-story building now being remodeled.

Harry S. Goodman Productions, N. Y., announces Colgate-Palmolive Co.'s purchase of 130 radio programs for exclusive use in Thailand, and option of Goodman programs for use in Iran.

Brent Gunts Productions, Baltimore, announces 20 stations now signed for syndicated *Shadow Stumpers,* video feature game wherein audience guesses identity of silhouetted objects.

"I LED 3 LIVES"

HIGHEST RATINGS! GREATEST SALES!

Of Any Show Produced
For Local Sponsorship!

"MR. DISTRICT ATTORNEY"

PREMIERED APRIL 1, ON 94 STATIONS!

A New Record in the Field!

"FAVORITE STORY"

97.6% RENEWALS FOR SECOND YEAR!

Greatest renewal record
in syndication history!

"BOSTON BLACKIE"

SELLING SENSATION FOR 150 SPONSORS!

TV's unmatched
Mystery-Adventure

"CISCO KID"

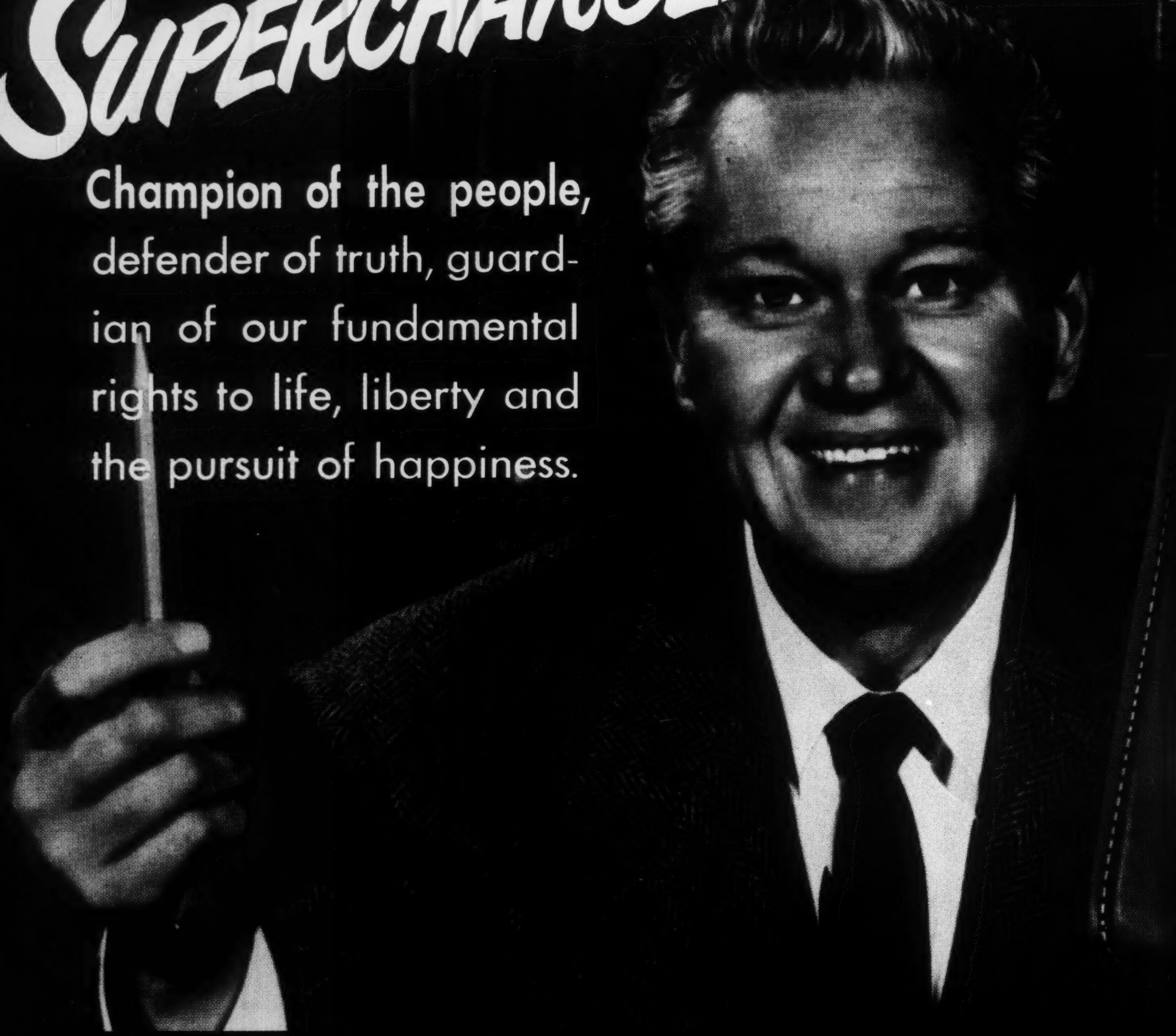
PRODUCED CONTINUOUSLY FOR 5 GREAT YEARS!

Unparalleled performance in
ratings, renewals and results

THE *Acknowledged* LEADER

SUPERCHARGED ...WITH

Champion of the people, defender of truth, guardian of our fundamental rights to life, liberty and the pursuit of happiness.



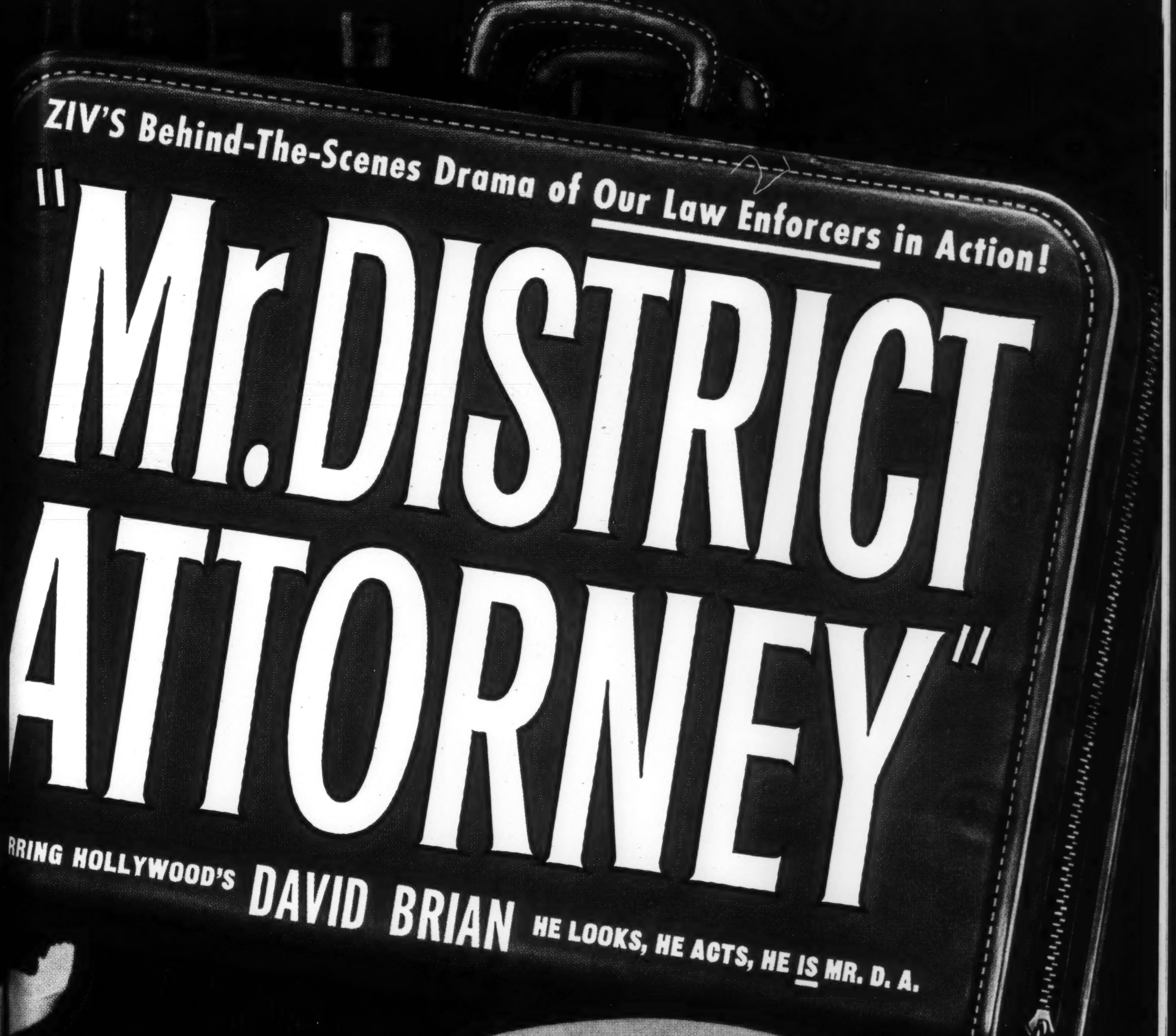
THE INSPIRED NEW SERIES THAT OUTSHINES THEM ALL FOR *DRAMA, ACTION, REALISM!*

Every action scene is authentic, staged in real honest-to-goodness locations . . . inside a real crime laboratory, a real detective bureau, a real communications center, a real interrogation room, a real courtroom, even real fire ruins when the script demands.

With Mr. D. A. you get superior entertainment . . . superior selling power. Every attention-arresting half-hour holds five golden opportunities for sponsor salesmanship. Already winning sales for advertisers in over 50 markets, Mr. D. A. is truly a dramatic selling force!

READY NOW IN V-COL BRILLIANT, COMPATIBLE!

V SELLING POWER!



ZIV'S Behind-The-Scenes Drama of Our Law Enforcers in Action!

"Mr. DISTRICT ATTORNEY"

RRING HOLLYWOOD'S **DAVID BRIAN** HE LOOKS, HE ACTS, HE IS MR. D. A.

ach Half-Hour a Complete Story . . .
ECHNICAL SUPERVISION THROUGH THE
OOPERATION OF THE LOS ANGELES
LAW ENFORCEMENT AGENCIES

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

2ND GREAT YEAR

NOW IN PRODUCTION!

A Grand New Total of 78 Magnificent Half-Hours!

TOP RATINGS IN MARKET AFTER MARKET!

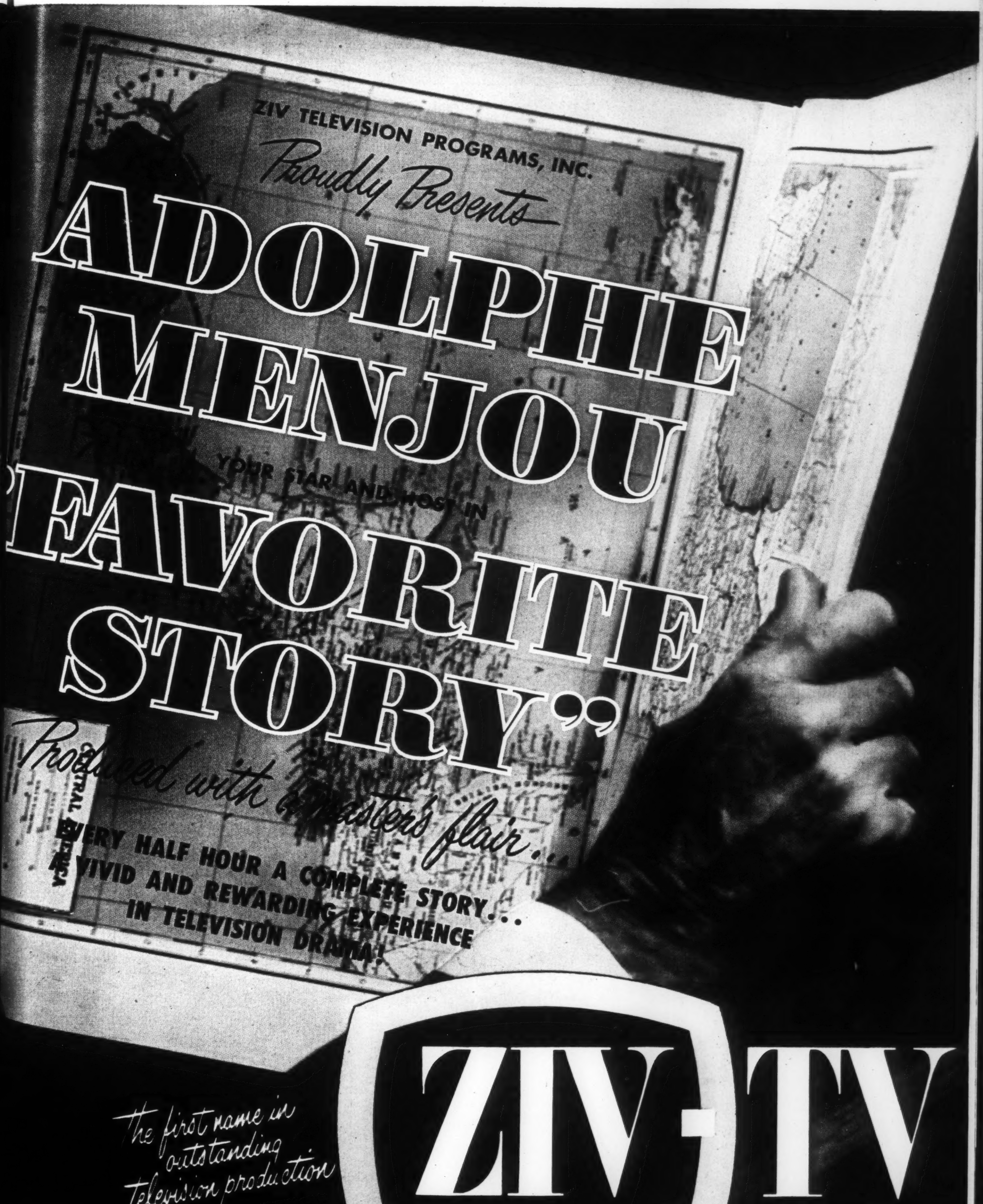
- **SEATTLE - 1st Place!**
  Sat. eve. - rates 53.3 - Telepulse, June 1953
  Beats Robert Montgomery, Mr. & Mrs. North, Eddie Cantor, Ford Theatre, Playhouse of Stars.
- **KANSAS CITY - 1st Place!**
  Fri. eve. - rates 32.3 - Telepulse, Aug. 1953
  Beats Philco-Goodyear TV Playhouse, Ford Theatre, Kraft TV Theatre, This Is Your Life, G.E. Theatre, What's My Line, Godfrey's Talent Scouts.
- **PITTSBURGH - 1st Place!**
  Thur. eve. - rates 41.5 - Telepulse, Aug. 1953
  Beats This Is Your Life, Down You Go, Ford Theatre, Playhouse of Stars, Robert Montgomery.
- **WASHINGTON, D. C. - 2nd Place!**
  Tues. eve. - rates 21.4 - Telepulse, Aug. 1953
  Beats Danger, Suspense, Kraft TV Theatre, Douglas Fairbanks Presents, Lux Video Theatre.
- **SAN ANTONIO - 2nd Place!**
  Tues. eve. - rates 26.3 - Telepulse, Aug. 1953
  Beats Suspense, Blind Date, Burns & Allen, Kraft TV Theatre, Toast of the Town, Beulah, G. E. Theatre, Robert Montgomery, Lux Video Theatre.
- **PORTLAND - 2nd Place!**
  Tues. eve. - rates 58.5 - Telepulse, Sept. 1953
  Beats Break The Bank, Chance of a Lifetime, Playhouse of Stars, The Goldbergs, Big Story.

These leaders have
RENEWED FOR 2ND YEAR!

- **BLATZ** Beer in **3** markets!
- **DREWRYS** Beer in **9** markets!
- **OLYMPIA** Beer in **6** markets!
- **GENESEE** Beer in **5** markets!
- **SCHAEFER** Beer in New York City!

No. 1 FILM SERIES NATIONALLY!—Telepulse, August, 1953

NOT ANYWHERE, BY ANYONE, HAS TELEVISION BEEN SO HANDSOMELY AND LAVISHLY STA



ZIV TELEVISION PROGRAMS, INC.

Proudly Presents

ADOLPHE MENJOU

YOUR STAR AND HOST IN

"FAVORITE STORY"

Produced with a master's flair...

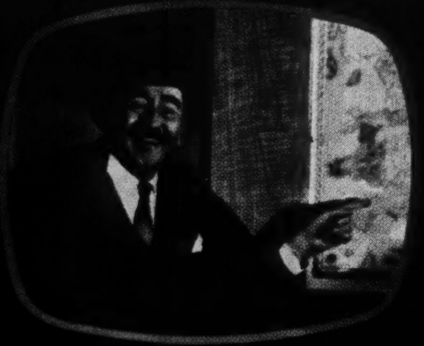
EVERY HALF HOUR A COMPLETE STORY...
A VIVID AND REWARDING EXPERIENCE
IN TELEVISION DRAMA!

the first name in outstanding television production

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI, OHIO
NEW YORK HOLLYWOOD

LOOK TO ZIV-TV FOR LEADERSHIP IN COLOR, TOO!



"FAVORITE STORY"

"MR. DISTRICT ATTORNEY"

"CISCO KID"

"BOSTON BLACKIE"

READY NOW IN

ZIV-COLOR

ZIV has been producing in color since TV's infancy . . . already has a color back log of 5 YEARS OF TOP-RATED CISCO KID . . . in addition to current production of BOSTON BLACKIE, FAVORITE STORY and MR. DISTRICT ATTORNEY

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

WMTV (TV) Backs Handicapped

SPECIAL 45-minute program was shown over WMTV (TV) Madison, Wis., in a "It's Good Business to Hire the Handicapped" promotion. Produced in cooperation with President Eisenhower's Committee on Employment of the Physically Handicapped, a similar committee of Madison's Mayor George Forster, and the VA, successful handicapped persons of Madison were filmed for appearance on the program. In addition, a documentary film made by the President's committee entitled "America's Untapped Asset," picturing the handicapped at work, was shown.

Red Cross Cites WFMD

SPECIAL citation was presented to WFMD Frederick, Md., by the American Red Cross for its production of the first *Red Cross Training School of the Air,* conducted for Red Cross campaign workers in the 22 counties served by WFMD. To alleviate the problem of getting information and instructions to the volunteer workers scattered throughout the Maryland rural area, WFMD staged two half-hour training sessions on successive Sundays. Frederick County exceeded its quota one week after the training sessions were broadcast.

WBKB (TV) Palsy Telethon

CEREBRAL palsy telethon was to be staged last weekend by WBKB (TV) Chicago, ABC o&o outlet, with more than 100 national and local celebrities scheduled to appear on a 28-hour program on behalf of charity, with $600,000 set as the goal.

The station's fifth annual palsy telethon was to climax a city-wide campaign that started May 1. Last year the ABC outlet raised $400,000 on the show.

'40th Man' Campaign

DRIVE against "The 40th Man" has been launched by KVOE Santa Ana, Calif. Automobile death toll for this year stands at 30 in Orange County, where the station is located. Spot announcements throughout day remind listeners to "tend to their touring" and postpone the 40th traffic death.

WILS-AM-TV Backs Vaccine Test

WILS-TV Lansing, Mich., devoted all five programs of *Public Invited* for the week of April 12 to offer its audience informative and instructional programs in connection with the polio preventive vaccine field trials being conducted by the Lansing-Ingham Health Department. In addition, the station, along with WILS-AM, used spot announcements, news releases and other operational aids to promote the field trials involving 20,000 Ingham County children.

WWVA Donates Transmitter

A RADIO transmitter was donated to the Wheeling-Ohio County Chapter of the American Red Cross by WWVA Wheeling, W. Va. The transmitter, formerly used as a mobile unit for WWVA, will serve as a communications link for Wheeling in times of disaster.

WDRC Aids Kids Camp

WDRC-AM-FM Hartford, Conn., has launched its part of the campaign to raise funds for a children's summer camp. The annual drive, sponsored by the *Hartford Courant,* is being conducted by the Needle Club, an organization of political and business leaders. Last year the club netted $1,500.

WTHI Re-Sods a Gridiron

THREE and a half hour show by WTHI Terre Haute, Ind., to raise funds for re-sodding a local football field brought in more than $500. Sponsored by the G-Man's Club of Garfield High School, a group of alumni athletes, "Operation Re-Sod" was staged to promote the safety and welfare of football players of the high school.

WING Disc M.C.s Aid Blind

WING Dayton, Ohio, disc jockeys Bud Baldwin, Betty Ann Horstman and Patricia Smiley have joined a nationwide campaign to provide phonograph records for the blind. Sponsored by the American Record for the Blind, a service of the Louis Braille Music Institute, records made with braille labels and braille program notes on the jackets are available to the blind for one-half retail cost. Money collected by WING disc jockeys will be used in the Dayton area.

Radio Eyes

BILL REYMORE, blind sports enthusiast, follows play-by-play of the Meadville, Pa., high school basketball team by listening to local station WMGW broadcast the games.

Mr. Reymore has been one of the team's most ardent fans for years, but had felt there would be no reason for him to attend the games. His interest in the basketball team aroused attention, however. Arrangements were made for Mr. Reymore and his seeing-eye dog to be seated in the stands with a portable radio so that he could join the crowd in the excitement of the games.

In the past season he missed just one game and traveled with the team when it entered state play-off competition. At the play-off, he monitored the games with ear phones because WMGW's signal did not penetrate the area.

WGAR Cleveland not only cooperated with President Eisenhower's plea for all to fly the Stars and Stripes in honor of Mother's Day and saturated the air with spots asking listeners to do the same, but turned over the operation of the 50 kw CBS affiliate to mothers and wives of on-the-air personalities on that day for a special tribute to northern Ohio mothers. Shown with flag are General Manager Carl George (c), Night News Editor and Mrs. Jack Dooley (l) and Sports Director and Mrs. Bill McGolgan.

KOTV (TV) Finds a Name

AMNESIA victim being held in custody in Tulsa, Okla., was identified when police furnished KOTV (TV) there with a description and photograph of the woman for a newscast. Six minutes after the picture was telecast a woman in the adjoining city of Sand Springs phoned the Tulsa police department and identified the victim.

KFIA (TV) Aids Boys Home

RECENT benefit show for Father Dunfey's Boys Home held over KFIA (TV) Anchorage, Alaska, raised over $4,000 in cash donations and groceries in less than four hours time.

KNUZ-TV Finds Missing Girl

A MISSING high school girl was returned to her home after her picture was shown over a newscast on KNUZ-TV Houston. A viewer in Beaumont, 35 miles away, recognized the girl and notified authorities.

Chicago Crusade Cooperation

SIX Chicago organizations volunteered time and personnel to assist in the *Cancer Crusade*

FULL COMPANY of Marines was recruited by KYW Philadelphia in a one-month campaign, bringing this citation from Maj. W. C. Doty. Receiving the award on behalf of KYW is Frank Tooke, general manager. KYW was the only medium used in the recruiting drive.

telethon on WBKB (TV). They are American-United Cab Assn., Eastern Air Lines, R. L. Polk Co., General Outdoor Adv. Co., National Secretaries Assn. and Carson Pirie Scott & Co. The *Crusade* was telecast through joint cooperation of WBKB, Malcolm-Howard Adv. Agency, Courtesy Motors, Leo Salkin talent agency and Illinois Div. of the American Cancer Society, from ABC Chicago's civic studio. Goal for the campaign was $50,000.

WIMA Collects Pennies

ONE MILLION, forty thousand pennies ($10,400) were collected by WIMA Lima, Ohio, for the Infantile Paralysis Assn. Listeners of WIMA's *Easter's Parade*, emceed by Easter Straker, were the contributors, with church, farm, civic and labor groups all responding to the appeal.

WHFB Backs Team

WHFB St. Joseph and Benton Harbor, Mich., staged a successful benefit broadcast to raise funds to send the Benton Harbor Junior College team to a Kansas basketball tournament. WHFB sold broadcast of the school's last scheduled game for over $1,000, gave the money to the team.

Bedside Performance

WHEN the male lead in a local high school operetta suffered a ruptured lung before the performance, the victim's classmates appealed to KCSJ Pueblo, Colo., to pipe the performance into the ailing youth's hospital room on the day the operetta was scheduled. Dale Redlingshafer of the station's engineering department used three microphones and KCSJ's regular remote equipment to secure a pickup, the local telephone company furnished a broadcast line from the stage to the hospital room and Mr. Redlingshafer hooked a speaker and amplifier onto the line in the patient's room. The delighted youth heard the whole performance on the "closed circuit" broadcast, plus three cheers to their classmate from members of the cast.

The B(right) Side

SOME 1,600 Detroit business executives have been mailed copies of a letter from J. E. Campeau, president of CKLW Windsor, Ont. (Detroit), in which he urges that "a more balanced picture" be presented on Detroit business conditions. Mr. Campeau said radio, television and newspapers have carried stories indicating a downward trend in Detroit economic conditions when actually "the Motor City is enjoying an extremely healthful business life." Mr. Campeau described his project as "The B(right) Side of the News," and invited other radio stations to further the idea.

Radio Marathon in Guam

RADIO MARATHON for charity was introduced into south and central Pacific islands under U. S. trusteeship, with an 84-hour drive on KUAM Agana, Guam, raising over $12,000 for Helping Hands of Guam, non-sectarian welfare group. Richard Stanton, station chief engineer and announcer, was at microphone 72 hours during drive.

Station, owned and operated by Harry Engel, is first and only commercial broadcasting venture in this region, serving Guam, Caroline, Marianas and Marshall island groups.

national advertising representatives

BRANHAM

NEW YORK CHICAGO DETROIT DALLAS ATLANTA CHARLOTTE

ST. LOUIS MEMPHIS SAN FRANCISCO LOS ANGELES

'51 "Glad dad"

February 1951, Movie Stars Parade Magazine acclaims Robin Seymour youngest of winning disc jockeys.

'53 "Red hot item"

Billboard, bible of show biz places Seymour in nations top 10 platter spinners.

'54 "man-O-man"

Hit Parader, national song sheet rates Robin the Bobbin man 3rd in the entire nation!

Here's your opportunity to drop a real bomb on the Detroit Market! Bobbin with Robin is nationally acclaimed the number 3 disc jock show . . . your sales message on this top program reaches the tremendous Detroit-Wayne County billion dollar market—and it's a fact, "Almost everyone in Detroit listens to WKMH."

Bobbin with Robin

Michigan's Golden Triangle

77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures—radios in nearly 100% of the homes—over 85% of the automobiles. A package buy of these three strategically located Michigan stations offer you maximum coverage at minimum cost.

WKHM
Flint
WKMF
Detroit
Dearborn
Jackson
WKMH

PRESENTED BY
HEADLEY REED

WKMH

DEARBORN
5000 WATTS
1000 WATTS — NIGHTS

WKHM

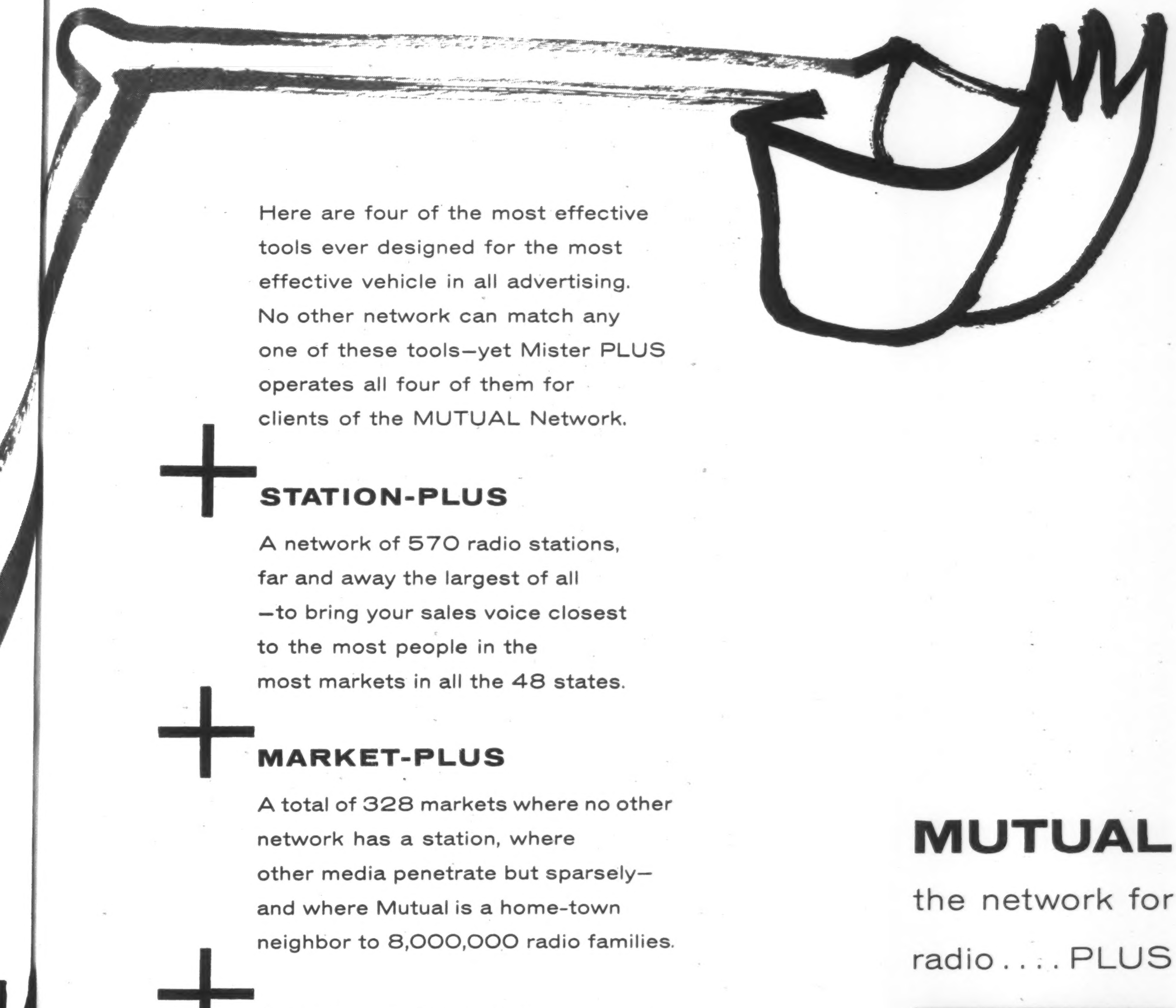
JACKSON
1000 WATTS

WKMF

FLINT
1000 WATTS

FOUR BIG PLUSSES—TO OPE

E ALL AMERICA TO YOUR SALES



Here are four of the most effective tools ever designed for the most effective vehicle in all advertising. No other network can match any one of these tools—yet Mister PLUS operates all four of them for clients of the MUTUAL Network.

+ STATION-PLUS

A network of 570 radio stations, far and away the largest of all —to bring your sales voice closest to the most people in the most markets in all the 48 states.

+ MARKET-PLUS

A total of 328 markets where no other network has a station, where other media penetrate but sparsely— and where Mutual is a home-town neighbor to 8,000,000 radio families.

+ SPONSOR-PLUS

A steady rise in client endorsement— more and more stations per hookup (up 34%,'54 vs. '51), more and more dollars in program-time billings (up 10%,'53 vs. '52).

+ VALUE-PLUS

A steady decline in cost-per-thousand (lowest of all networks in average evening commercial)—with actual delivery of more radio homes than Top-Ten programs reach.

MUTUAL

the network for radio . . . . PLUS

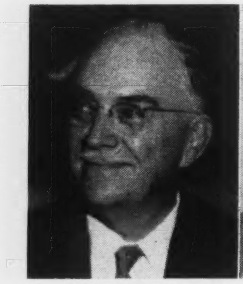
NEW YORK . . . . LO 4-8000
CHICAGO . . . . WH 4-5060
LOS ANGELES . . . . . HO 2-2133

NEW MEMBERS ON THE NARTB BOARD

MARTIN B. CAMPBELL
Large Stations

THE SCENERY will be familiar to Martin B. Campbell when he re-enters board service as director-at-large for large stations. Long active in association affairs, he has been a leading industry figure for nearly a quarter-century. He joined WFAA Dallas as commercial manager in 1932 and now is radio and television supervisor of the *Dallas Morning News* (WFAA-AM-TV).

After newspaper work in Asheville, N. C., Louisville and Chicago he became radio editor and rewrite man on the *Louisville Times*. The next step was to the *Courier-Journal* and *Times* station, WHAS, as assistant manager. In the last score of years he has been a member of many committees that have shaped radio-tv destiny. One of his early journalistic triumphs was coverage for AP of the famed Floyd Collins entrapment in a Kentucky cave. He succeeds Paul W. Morency, WTIC Hartford, on the board.


MR. CAMPBELL

MR. CASPER

CY CASPER
District 12

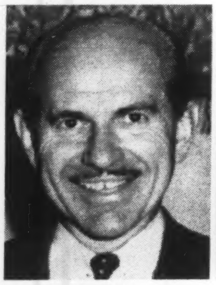
IT WILL come as a surprise to most broadcasters to know that Cy Casper, new District 12 (Kan., Okla.) director, was once known more formally as Charles A. He is general manager of WBBZ Ponca City, Okla. The familiar "Cy" was acquired in his athletic youth, which was marked by a world's high school record in a track meet. He was All-America in 1933 at Texas Christian U. and holds the record for the longest kick-off return in history—105 yards in the Texas Christian-Texas game that year.

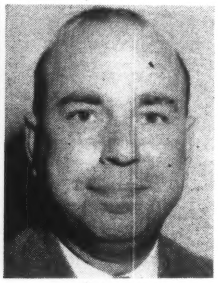
Mr. Casper entered radio at KTSA San Antonio while in high school, as a sports announcer. He moved to KMOX St. Louis in 1937, served in the armored command in the war, and returned to KMOX after military service. He transferred to WKY and KTOK Oklahoma City to handle sports and in 1950 moved to the management side at WBBZ. In 1953 he was elected president of Oklahoma Broadcasters Assn.

H QUENTON COX
Fm Director

THERE'S no period after the H and the Quenton has long since been used only for formal purposes by "Q" Cox, fm director-at-large on the NARTB board succeeding Michael R. Hanna, WHCU-FM Ithaca, N. Y. Mr. Cox recently resigned as manager of KGW-AM-FM Portland, Ore., after 18 years at the station [B•T, May 17]. A native Nebraskan, he has spent most of his life in Oregon.

He was classified ad salesman on the Portland *Oregonian*; worked in the Sherman Clay & Co. piano department, and became assistant advertising manager of the large Meier & Frank department store in Portland before entering radio in 1936 as traffic, merchandising and promotion manager of KGW. He became assistant manager and public relations director of KGW in 1941 and manager in 1946. He was elected NARTB District 17 director in 1950 and has been active on many NARTB committees. During World War II he was special consultant to the Treasury's bond-selling campaigns.


MR. COX


MR. GOULD

LESTER L. GOULD
Small Stations

SMALL STATIONS will have an aggressive voice on the NARTB board in Lester L. Gould, president and general manager of WJNC Jacksonville, N. C. He has lived the typical life of a small station operator since joining WJNC in 1945 and knows its problems. Born into a Chicago show-business family, he was a singer for years but later turned to law. He graduated from John Marshall Law School in 1938 and practiced law in Illinois until 1944.

Industry activities include presidency of the Tobacco Network. He is a past president of the local Lions and Chamber of Commerce and is active in civic movements and the Shrine. He is secretary-treasurer of WLSE Wallace, N. C., and a member of Radio & Television Executives Society.

J. FRANK JARMAN JR.
Medium Stations

IF FRANK JARMAN is on the premises, his presence will soon be generally known for two reasons—first, his hearty laugh, and second his knack of being in the center of activity. As general manager of WDNC Durham, N. C., he was elected director-at-large for medium stations.

Around Durham he's often known as Santa Claus because of a long record of holiday radio performances. A native North Carolinian, he is a graduate achitectural engineer. After college (N. C. State) he switched to commercial art and cartooning in New York and Washington. In 1933 he became program director of WRAM Wilmington, which was moved to Durham in 1934 as WDNC. He succeeds A. D. Willard Jr. as director-at-large for medium stations.

MR. McCONNELL

MR. JARMAN

ROBERT B. McCONNELL
District 8

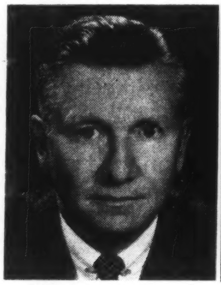
WITHIN the memory of NARTB executives, Robert B. McConnell, new District 8 (Ind., Mich.) director, and his father, C. Bruce McConnell, comprise the first father-son combination in the history of the association's board of directors. The younger McConnell is vice president and general manager of Universal Broadcasting Co., which owns and operates four Indiana stations—WISH Indianapolis, WHBU Anderson, WHOT South Bend and WANE Fort Wayne. He succeeds Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., who has combined two years of board service with an equal period of intense work on behalf of the Republican party.

Mr. McConnell enters the board with 14 years of radio background. He entered the industry at the time WISH was being established in 1940. His experience includes sales, traffic, continuity, engineering and programming.

JAMES H. MOORE
District 4

BRINGING 28 years of radio experience to the NARTB board, James H. Moore was elected to succeed Harold Essex, WSJS Winston-Salem, N. C., as District 4 (N. C., S. C., Va., D. C.) director. Mr. Moore is executive vice president of the Shenandoah Life stations—WSLS-AM-FM-TV Roanoke, Va. He entered radio in 1926 as a singer on Washington, D. C., stations, moving to the CBS Dixie Network at Charlotte, N. C., in 1930, at the same time becoming interested in the business side of radio.

After Texas radio and personal appearance engagements he joined WLVA Lynchburg, Va., in 1932 as a staff announcer. Within a year he was assistant manager. He helped build WSLS in 1940. He has been a key officer on most Roanoke civic units, is a Baptist and has held many radio industry posts, including presidency of the Virginia Assn. of Broadcasters and director of Broadcast Advertising Bureau. During the war he was an OWI radio consultant in a three-state area. Last year he was a speaker at several tv clinics held during the NARTB district meetings.


MR. WAGSTAFF

MR. MOORE

WALTER E. WAGSTAFF
District 14

AS NEW District 14 (Mountain States) representative on the NARTB board, Walter E. Wagstaff succeeds William C. Grove, KFBC Cheyenne, Wyo. Mr. Wagstaff is vice president and minority owner of KIDO Boise, Idaho. He entered radio in 1931, when he designed an accounting system for KDYL Salt Lake City. He became commercial manager of the station, remaining until 1944 when he went to KIDO as general manager. He has served as president of the Salt Lake City Ad Club as well as district vice president of the Advertising Assn. of the West.

Mr. Wagstaff's radio activities include membership on the NARTB Sales Managers, Public Relations and Radio committees. Most recently he has served on the Standards of Practice Committee and the NBC Stations Planning & Advisory Committee.

BROADCASTING
TELECASTING

features

WOAI-TV
CHANNEL 4
SAN ANTONIO

the picture people prefer

6 o'clock Report
LOW

"6 o'clock report" is tv's "magazine for men" in san antonio. but popular personalities and topics assure a substantial family bonus. randall clay, former texas and new york giants' star half-back, handles **sports.** top-ranking newscaster henry guerra reports **business news.** expert weatherman phil hemphill gives **weather** reports. participations are available in any segment, 6 to **6:15** p.m., monday through friday on **woai-tv, nbc** affiliate. call **petry.**

ASCAP SALUTES THE NARTB

The American Society of Composers, Authors and Publishers (ASCAP) and the members of the National Association of Radio and Television Broadcasters share many interests, but of utmost importance is their mutual interest in American music.

The more than 3,500 talented men and women of ASCAP are active in the writing and publication of this music—while you members of the NARTB strive to give the finest musical entertainment to your vast listening public.

Music is the one ingredient in the field of entertainment which has survived all technological changes—not only survived, but increased and expanded.

Your ASCAP license enables you to entertain the tremendous radio and television audience with the great melodies of today, the revivals of yesterday, and the perennial standards that never fade.

The wise broadcaster knows that music is the proven and most effective means of increasing his audience. And the best in music is ASCAP.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N.Y.

features

- Can uhf engineering compete with vhf? Page 88.
- What some of its biggest clients think of radio. Page 100.
- Why Arthur Godfrey is a super-salesman on the the air. Page 104.
- Little League baseball: a hit on radio. Page 106.
- How local live programming has paid off for WNBQ. Page 108.

Tv Helps the Handicapped

COMEBACK—a biweekly television public service program which shows what physically handicapped persons are doing to make themselves useful and productive members of the community—regularly holds the attention of 100,000 persons in the WMAR-TV Baltimore audience.

Now in its third year, the sustaining live studio show is sponsored by the Maryland State Department of Education and its related Bureau of Vocational Rehabilitation. It tells how the crippled, infirm and handicapped have come to occupy vital places in society.

The idea was born of a conversation between E. K. Jett, WMAR-TV vice president, and Vice Admiral Ross T. McIntyre, former White House physician to the late President Franklin D. Roosevelt, a polio victim. Both men agreed on the need for telling the public how the handicapped have made themselves assets to their communities.

Mr. Jett went to R. C. Thompson, state rehabilitation director, who not only received the program idea with enthusiasm, but also agreed to be its moderator. Mr. Thompson confesses early anxiety about public reaction to seeing "crippled" persons on the screen and hearing stories of human suffering.

He also worried about children in the tv audience and the knowledge that a successful program must combine elements of interest, entertainment and education: "We were faced with the difficulty of being objective, of keeping maudlin sympathy out, of using lay language instead of technical terms, of avoiding the spectacular and the professional and of resisting the temptation to 'sell' the services of a public agency."

Robert Jones, WMAR-TV producer assigned to develop *Comeback*, worked out these objectives with Mr. Thompson: (1) to recognize "a courageous and essential segment of our population—the physically handicapped who have become adjusted in useful employment; (2) to inspire and encourage other handicapped persons who have not as yet been able to 'come back,' and (3) to educate the public, particularly employers, on the human and economic values of hiring the handicapped."

On the usual telecast, Mr. Thompson interviews a disabled person who has "made good." Before introducing the *Comeback* guest, the moderator presents background material on him, using pictures of various stages in his life. WMAR-TV-produced movies, part of every program, show the guest's occupation, with the guest almost always demonstrating certain phases of his job: An occupational therapist weaves a rug, a minister gives a brief sermon, an algebra teacher works out problems and conducts a "class."

Virtually every type of physical disability has been represented on *Comeback* and more than 80 job categories or skills displayed. Disabled persons have been found satisfactorily employed in all the standard job classifications.

Sometimes a guest's employer appears to testify on his employe's efficiency. *Comeback* cooperates with all agencies, public and private, who work with the handicapped, by correlating program material with special "weeks" or events. For example, one telecast had as guest a former tuberculosis patient, now an outstanding psychiatrist, with the program built around sale of Christmas Seals. Similarly the March of Dimes, Hearing Week, Heart Week, Easter Seals sales and Employ the Physically Handicapped Week, all have been observed with appropriate programs.

Mr. Thompson is proud of the program's results. The first rating showed an audience of 10,000; the second, 40,000; the third, 70,000, and the latest, 100,000.

Letters indicate that since the program began in February 1952 it has advanced the cause of the disabled more than "all other efforts of public agencies over the past 20 years," says Mr. Thompson. He adds:

"*Comeback* has proved that the story of crippled people can be told with dignity, with reverence, with effectiveness; it has shown that television viewers want programs which combine public information, education and human interest with stories of genuine, courageous people.

"It has proved, above all else, that sincerity and simplicity can more than compensate for the lack of expensive and elaborate display and professional talent."

CAN UHF ENGINEERING COMPETE WITH VHF?

A SYMPOSIUM OF EXPERTS TACKLES A TICKLISH QUESTION

THE facts of technical life are immutable, and the future of ultra high frequency television is pretty well governed by its technical qualities.

These are not all bad. However, compared to vhf, the so-called higher frequencies are never going to be the equivalent of the low-band television frequencies.

For the job at hand—to make possible more stations so that tv may be a "truly nationwide, competitive system"—uhf will be more than adequate.

That pretty well sums up the opinions of more than a dozen of the country's leading consulting engineers who have furnished B•T with their ideas on the much-controverted 470-890 mc band.

Since the consulting engineer plays such a vital part in the establishment of a tv station, from its inception to its actual construction, the views that are reprinted verbatim below are important to a true understanding of the current uhf ferment.

Implicit in all the replies to B•T are several significant these. These are:

- That uhf television's problems are due more to economic than technical factors. No matter how inferior uhf may be, its uncertain status could be overcome almost overnight if it had more viewers. Viewers mean circulation, and advertisers buy circulation. Circulation is the result of programs, not technical virtuosity.
- Power will help a lot in extending uhf's coverage and stabilizing receiver reception. But, there still will be shadow areas in mountainous terrain. On the other hand, the higher power required to make uhf more competive with vhf means greater initial investment for equipment and higher operating costs.
- Unfortunately, uhf receivers start with a couple of strikes against them. They are inherently more noisy than vhf receivers, and up to the present time, there has been no method evolved to compensate for this disadvantage at a cost which permits competitive prices. Manufacturers are at work on this problem, and all indications are that some day in the not too distant future the all-wave receiver will be priced at, or near, the present vhf receiver.
- The present plight of uhf cannot be overcome by adding more vhf channels from other portions of the spectrum. The number of additional channels would be so minute, compared with the requirement for a nation-wide allocation, that they would not be of much help. Only in the uhf band is there sufficient spectrum space to permit a country-wide, competitive system of tv.

Running throughout the comments of the consulting engineers is the view that too many uhf stations went into a market and on the air too hurriedly. Improper antenna sites, inadequate power, and over-promotion are mentioned by some as a cause for the present difficulties of many uhf broadcasters.

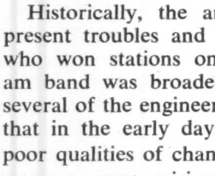
Historically, the analogy between uhf's present troubles and those of broadcasters who won stations on 1600 kc, when the am band was broadened, is mentioned by several of the engineers. And others remind that in the early days of tv, the apparent poor qualities of channels 7-13 gave rise to many a scare crisis which disappeared as soon as the technicians found out what was wrong and how to remedy it.

There is nothing wrong with uhf television that good programming won't overcome. People will go to some lengths to be able to receive top-notch broadcasts. Or, to paraphrase a famous adage: Give the people the programs; they'll buy the sets. That might sum up the expressions of the consulting engineers. The comments follow:

GEORGE P. ADAIR, George P. Adair Engineering Co., Washington, D. C.:

Uhf is a practical television service now, when properly engineered and used.

It is my belief under certain conditions uhf may provide even a better service than vhf, however, generally, vhf signals will propagate farther than uhf. This very factor may prove to be in favor of uhf when more stations are in operation and with high power particularly during certain conditions of the atmosphere and ionosphere when interference may materially reduce the service of vhf stations. The use of higher power and improved receivers will certainly greatly reduce the gap between vhf and uhf.



MR. ADAIR

In this connection, it will be recalled that it has not been long since channels 7-13 were considered worthless. It has also not been long since channel 6 was considered far inferior to channel 1 or 2 and it is not hard to remember the furor when fm was moved from 40-50 mc to 88-108 mc.

Year in and year out operation and operation with many high power stations on a channel are vastly different from limited periods of operation with only a few stations. The whole history of radio has been an apprehension of using higher frequencies and each time when crowding of the lower frequencies forced us to use the higher, we found definite advantages. It is a matter of learning to use the tool.

Overlap Areas Would Still Exist

It is too late to do anything material about intermixture. Even if something could be done there would still be the overlap areas where receivers capable of receiving both would be required. Even the idea of moving all television to the uhf is not as unmixed a blessing as some believe. Before all tv can be moved to uhf there will have to be vast improvement in receivers not only in sensitivity and noise, but in rejection of undesired signals from other channels. And, the use of the uhf band is materially restricted by the mileage separations required for receiver radiations, image response and other undesirable characteristics. Eventually, it is very probable that all tv will be in the uhf band, but this could have been materially speeded by allocations which would have put uhf in the major cities, and low power vhf in the lesser cities—allowing high vhf power only where wide separation and greater coverage is required. There may come a time when vhf stations will be demanding uhf channels.

The suggestion that additional vhf channels might be secured from fm's 88-108 mc band would not greatly help in the overall picture. Our efforts should be devoted to improving uhf equipment and learning to use the band rather than to sacrifice other services for a minor alleviation of the problem.

The major aversion at this time to uhf is not technical, it is psychological and economic with the matter of programming the key. If programs are transmitted that people want, they will pay the price. A non-network vhf station competing with network stations either vhf or uhf is not too much better off than the uhf station except in the matter of receiver distribution—receiver distribution and development of better receivers will be accomplished by better programming.

JULES COHEN, Vandivere, Cohen & Wearn, Washington, D. C.:

On the basis of the experience of uhf television stations with which we are associated, uhf is certainly a practical television service now. Once the problem of uhf set conversion or distribution is solved, the majority of viewers are not aware of a distinction between the vhf and uhf bands; and, as far as they are concerned, a choice of television programs is available and the desirability of those television programs determines the size of each station's audience.

Until we actually have experience in the operation of high-power uhf stations, we shall not be able to determine with certainty the relative coverage of uhf and vhf; but on the basis of presently available information we may be able to predict that uhf coverage will be somewhat less than that possible with vhf, but it will certainly be adequate to cover all homes having a community of interest with the station's primary city. Within the station's coverage area, the lesser susceptibility of uhf to tropospheric interference and man-made noise may provide a limited advantage with respect to clarity of signal, but no significant difference in this respect is likely to occur. At the present time, uhf receivers appear to be less sensitive at the upper end of the spectrum, but this deficiency will probably be eliminated through improvements incorporated by manufacturers as more experience in the production of uhf receivers is obtained.

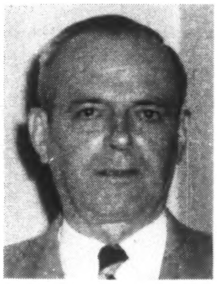
Shortage Could Result

The elimination of intermixed facilities would most likely produce a shortage of television facilities in some areas. By whatever means are available, manufacturers should be urged to concentrate on all-channel television sets, so that the entire television spectrum would be available to all viewers. An attempt to reallocate the 88-108 mc band to vhf television would probably introduce more problems than it would solve. Three additional vhf channels would obviously not allow the elimination of the uhf bands for television, and other radio services are already greedily eyeing this same band.

I believe that, within the framework of the present allocation structure, we can provide a satisfactory nationwide television service. From a technical standpoint, uhf is working—and the weak spots, such as low power and need for improved receiver sensitivity, will be eliminated in a reasonable time.

T. A. M. CRAVEN, Craven, Lohnes & Culver, Washington, D. C.:

Uhf is television just as is vhf. In some parts of the country uhf is the only television.


MR. CRAVEN

Uhf can be made to operate on a practical technical basis in most markets with transmitting equipment now available provided the present best designed receiving equipment is installed properly in the homes. Uhf can be equivalent to vhf in coverage and clarity of signal in all markets when full power transmitters and improved receivers and receiving antennas are available. This could be within two years. The use of "booster" transmitters will be required to achieve this result in some instances, particularly in mountainous terrain.

By and large we are encouraged with the results achieved in uhf to date. Those uhf operations which appear to be promising are ones in which the market potential was logically evaluated and in which extreme care was taken to locate the transmitter properly. The program service is of good quality and the effective radiated power is adequate for reception in most of the stations' market area. In these instances operation did not commence until the transmitting equipment had been adjusted correctly. Promotion was not over-done. The public was educated to the fact that uhf is television just as much as is vhf but that it is necessary to purchase and properly install good uhf receiving sets or converters in order to enjoy the new programs. In these instances of promising successful operation the station management cooperated with set distributors, retailers and service organizations throughout the market. These organizations were acquainted with the special installation precautions required for uhf. Prior to commencing program operations test patterns were transmitted so that servicemen could gain practical experience in installing uhf receivers and antennas.

In the markets which can support one or more television stations the handicaps to successful uhf television operation need be temporary only. Ultimately, in these markets, there need be no basic difference between uhf and vhf. Receivers will be capable of tuning in both uhf and vhf without difficulty, possibly with better clarity on uhf in areas of man-made noise. In these markets the same economic laws should apply equally to both vhf and uhf. The question of economic survival in an over-stationed market could be based solely on the public's program preference and need not be whether the station is vhf or uhf.

Two important technical improvements which should be made in uhf are better receivers and better receiving antennas. An important technical improvement would be the use of booster stations to fill in "spotty" coverage. These can be done.

Perhaps a most important improvement

PUTTING STEAM BEHIND CONVERSION

WHILE the transmitting end has claimed much of the limelight in discussions of uhf's problems, the JFD Mfg. Co., maker of receiving antennas and accessories, is tackling the other end—the set and its owner.

On the theory that, aside from programming, "public acceptance of a uhf station depends largely on the installation at the receiver," the Brooklyn, N. Y., firm is conducting an educational program that encompasses not only clinics for servicemen and dealers but also:

(1) A campaign of one-minute tv film commercials currently running in more than 30 markets;

(2) Cooperation with uhf stations in presenting special telecasts, free of commercial plugs, to educate viewers on whys and wherefores of conversion, and,

(3) An offer of like cooperation with any station east of the Rockies—"in some cases, we'll go west"—in presenting similar on-the-air clinics.

In addition to its one-minute commercials on JFD antennas, where the main sales objective is to replace single-channel antennas with long-distance multi-channel antennas, the JFD company is sponsoring *Badge 714* on WFAM-TV Lafayette, Ind., (ch. 59) and, on the basis of "terrific results" there, is considering sponsorship of feature shows in other markets. The *Badge 714* test in Lafayette "revealed that tv is our best buy," officials said.

In the promotion of uhf generally, JFD officials cite activities at and by WRTV (TV) Asbury Park, N. J. (ch. 58), as especially intensive and effective. In addition to a dealer uhf conversion clinic there, which JFD organized and in which numerous manufacturers participated, JFD engineer Simon Holzman went before the cameras to explain conversion problems to viewers.

Going on the air in a market served by seven vhf outlets, the Walter Reade Theatres' station has, among other things, offered television servicemen-dealers 25 cents a call for soliciting uhf conversion; distributed consumer mailing lists to all service-dealers; promoted television in the Walter Reade Theatres; emphasized local programming, allocating certain days on which students "took over" station operation and has played up civic groups and their activities.

More widespread station activities of this sort, say JFD officials, will help materially to advance the uhf cause. In their view, "the receiving equipment end of uhf public acceptance has almost been ignored by many uhf station," and "this is one of the keys to uhf station failure."

TV's complete news

NEWS FILM—United Press Movietone News, produced jointly by U.P. and 20th Century-Fox. 500 to 900 feet of film daily, 16 mm, sound-tracked and silent, ample for building as many as three 15-minute shows five days a week. Processed in New York, Washington, Chicago, Los Angeles, Paris. Delivered by plane and motorcycle courier, story by story, like news to newspapers. Eight-hour leased wire carries scripts keyed and timed to fit film-clips, keep them abreast of latest developments. Service includes 24-hour, 60,000-word daily world-news report. Hold-for-release stories present scheduled events as they happen. Clients may keep clips for own news library, order special background footage from Movietone's 50-million-feet library. Special coverage anywhere in the world on assignment.

NEWS WIRE — Around-the-clock world-news report, ready to broadcast as received. The same news shows that more than 1400 radio stations and more than 200 kinds of radio sponsors buy. Comprises over 40 news programs and news features daily. In the course of every week it presents: 191 basic news programs running from one to 15 minutes, plus 34 on sports, five to 15 minutes; 15 five-minute features for women; 33 of general human interest, one to five minutes; 18 five-minute farm programs; 21 of commentary and review, five to 15 minutes; eight on business and science, five minutes. Additional scores of extra shows of seasonal or special topical interest provided throughout the year.

service

United Press provides news in every form for television—worldwide coverage by news wire, newspictures and news film.

And in every form, the best—as figures show.

More stations—television and radio—broadcast United Press news than any other.

More stations telecast United Press facsimile newspictures than any others.

More stations show United Press news film—U.P. Movietone News—than all other services' combined.

Reasons for such conspicuous preference for United Press are contained in the specifications of its TV services, summarized here. Your nearest U.P. bureau is ready to supply promptly any further facts you may wish to know.

United Press

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

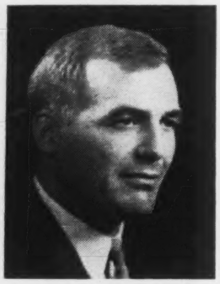
NEWSPICTURES—By wire: facsimiles on continuous roll — or Telephotos — from some 160 sending points in the U. S., Canada, Mexico, South America, Europe, the Orient. Full service averages 60 seven-by-nines a day, with 24 top shots duplicated in three-by-four-inches size. Limited Telephoto service, on short-period telephone calls, delivers one seven-by-nine or three three-by-fours in 10 minutes. Bulletin service available on big news breaks. . . . By airmail, messenger, courier: 15 to 20 selected matte Telephotos daily, in standard, balop or telop sizes, or 35 mm transparencies, individually or in strips. . . . Supplementary shows: Weather — facts-at-a glance maps, cartoons, scripts. Baseball Scoreboard — 500 cartoons, action shots, scoreboard charts making lively visual program of results. Sports Show — day's top sports photos.

is a decision on the part of manufacturers to provide all new receivers with uhf tuning capability. Another very important requirement is that the national networks and advertisers recognize facts and base their decisions with respect to the use of or affiliation with television stations upon proved audience and measured coverage.

The assignment of the 88 to 108 megacycle band to television or moving all television to uhf are chimerical panaceas which will not cure the economical difficulties experienced by some uhf stations.

JOHN CREUTZ, Page, Creutz, Garrison & Waldschmitt, Washington, D. C.:

Uhf is now providing a potentially useful television service in many areas. It is economically practical only in good markets well removed from vhf service.



MR. CREUTZ

The advantages of uhf are: Clearer picture due to less ghosting and less man-made and atmospheric interference on uhf frequencies.

The disadvantages are:

(1) Severe and often practically complete shadowing in situations which can be adequately served by vhf.

(2) High absorption by trees, buildings, etc. For example, if a greater portion of the viewers using indoor antennas can receive vhf than can receive uhf, the uhf audience is necessarily more restricted than is the vhf audience.

(3) Requirement of high gain antennas. For example, with antennas of similar gain and a totally unobstructed path, a 600 mc signal will require nine times as much transmitter power as is required at 200 mc to produce a given power to the receiver.

(4) The receiver design problem is inherent in that as the frequency is increased the problem of maintaining receiver sensitivity and stability also increases. Even if the problem is solved, it costs more to produce equivalent performance on higher frequencies.

(5) Not only is the receiving system more expensive and critical than required for vhf, but for equal transmitter power the cost of installing and operating the equipment is higher.

(6) It appears that due to the inherent advantages of vhf, and in most areas of the greater distribution of vhf receivers, national time buyers tend to underrate uhf and to reject uhf television.

When it comes to rendering service to a moderate-to-large sized city, or service in rough terrain, we doubt if any practical power, even many times the 1,000,000 watts permitted by the rules, will provide an acceptable signal to as many receivers within a given radius as is now being provided by vhf stations.

The abolition of the intermixture of vhf and uhf channels in the same city would not solve the problem of the competitive disadvantage now suffered by uhf. There is a large number of areas where markets overlap. For example, vhf from Philadelphia has made uhf operation in Atlantic City very difficult.

There is no doubt that the only way the competitive situation between the great advantages of vhf vs. uhf can be solved is through curtailment. One of the easiest ways to think of producing such curtailment would be to place them in the uhf band. Shall we abolish vhf?

A. EARL CULLUM JR., Dallas, Tex.:

Present day television operates in various portions of the spectrum from 54 to 890 mc. There are some 82 channels presently allocated by the FCC for television broadcasting. There are certain physical limitations which make some of the channels more desirable than others.

MR. CULLUM

Vhf channels have been used to transmit television pictures for over 20 years. During the early days of vhf television many difficulties were encountered in connection with transmitting equipment and receiving equipment. Most of these difficulties have been minimized so that at the present time we have a near perfect vhf television system. Uhf channels have been used for television transmission for less than ten years. Many difficulties have been encountered. The uhf propagation problems will always restrict the service area more than vhf in most areas. Although the present day uhf transmitting equipment approaches the efficiency of vhf transmitting equipment, some improvement is possible provided sufficient effort is directed to the problems involved. The uhf receiver problems are quite serious. Considerable effort will be required of receiver manufacturers to improve the situation but this avenue offers the only means of improving the uhf television system. Without great and early improvement in receivers we cannot expect the effort to be expended in improving transmitting equipment.

Because of the propagation limitations and the serious receiver limitations present day service of a uhf station falls short of the service rendered by a vhf station. Because of these limitations the actual service being experienced by uhf stations does not compare with that anticipated by the FCC. Since the service area of the uhf station is restricted it is difficult for a uhf station to compete with a vhf station for local business, for national business, and for network business.

I feel that the FCC should determine from the receiver manufacturers what hopes they have of improving the receivers and when they feel this improvement might be enjoyed. If a substantial improvement in uhf receivers cannot be expected within a short time, I tend to feel that the FCC should explore all avenues of obtaining a few additional vhf channels so that a nation-wide television service can be rendered. New channels could be established between channels 4 and 5, in a portion of the fm band, immediately above the fm band, immediately below channel 7, or immediately above channel 13. Certainly it would be an injustice to the public to discard vhf, the most efficient television broadcasting service, and force all stations to operate in the uhf band for the benefit of a relatively few uhf operators.

EVERETT L. DILLARD, Commercial Radio Equipment Co., Washington, D. C.:

The economic problems of uhf stem from one source—established vhf competition. There is nothing wrong with uhf television as a service. Technically, under proper reception conditions, it can provide a picture as good as vhf. But, it must not be forgotten that fm is a good aural service, in some ways better than am reception. Technical equality or superiority in reception does not guarantee profitable operation. What, then, are the competitive factors that are the cause of uhf's present problems?

MR. DILLARD

Technical Problems. Certain technical inequalities exist between vhf and uhf. First, vhf gets beyond the radio horizon better than uhf for equal ERP and antenna height. This has been known for years, and although some evince surprise that this is so, we need only refer to the technical literature of the past. Second, in the absence of unusual signal reflections or unusual propagation factors, vhf "fills-in" in terrain depressions such as behind hills, in deep valleys, etc. These disadvantages can be partly overcome by installing higher towers and greater ERPs for uhf. But this means higher investments in uhf than in vhf, and higher operating costs! With uhf's present economic problems, this is no practical answer.

Receiver Problem. Taking the optimistic viewpoint, that 30% of all tv receivers made today incorporate uhf, this means that there are three sets made capable of receiving vhf for each set providing uhf reception. But there already exist some 29.8 million sets capable of receiving vhf in the hands of the public. How can uhf catch up, so long as this continues?

Uhf tuning strips, converters—all these are sales tools, but in most cases do not provide comparable reception between uhf and vhf. We believe that good uhf-vhf sets can be made, but not at present competitive prices.

Programs. The argument has been raised time and time again—if good programs are seen on uhf, then the uhf audience will grow, and the revenue with it. We are convinced that in tv, a network affiliation is essential, whereas in aural broadcasting it is not. The networks sell coverage. Because of the cost of tv advertising, this is more important than ever before. In major markets, vhf provides close to set ownership saturation—uhf presently does not. National time buyers follow the trends of the networks in placing national spot business. Unfortunately, there are relatively few markets in the country large enough to be attractive to the networks where uhf is the only tv service available.

Allocation. It is our frank opinion that little can be done about changing the existing allocation picture to equalize the vhf-uhf competitive picture. It is stark reality that 12 vhf channels are not enough to provide a nationwide television service. In that respect, uhf is and must remain an integral part of the national tv structure.

Moreover, the proposals to eliminate all vhf in favor of an all uhf tv structure is impractical and impossible at this time. Attempting to solve the problem by this means would have catastrophic effects on the industry. It would never meet with public approval. Further, to suggest adding two or three additional vhf channels by taking them from the fm band or some other service will in no way help the overall problem. It can only accentuate the problem even more, because it will provide more vhf competition to the remaining uhf stations still unable to get vhf assignments.

Why Start Over?

We would hesitate to recommend to our clients the occupancy of a new vhf channel which is not receivable on a single existing receiver in the community and which would require tens of thousands, perhaps hundreds of thousands, of set modifications to make the station receivable in the area and competitive to existing vhf stations in the market, without fully explaining the economic hazards. Uhf at least has a fair start in the matter of receiver production. It would seem wiser to build on what uhf already has, than attempting to start anew.

We do not know the answer, but whatever effective solution is adopted, it must incorporate two important aspects: (a) the availability of better programs to uhf stations; and (b) the considerably increased production of good uhf receivers.

It stands that one depends upon the other—income depends upon both.

As to the latter, with the present emphasis which is going to be put on color television receiver production, it is our feeling that uhf must in some way be tied into the advance of color. Otherwise, it is apt to be shadowed by the overwhelming interest in color tv development, just as fm production was retarded by production of black-and-white tv sets.

GEORGE E. GAUTNEY, Gautney & Jones, Washington, D. C.:

There is no question in my mind but what uhf television is a practical service *now*. It is true that, in comparison with vhf television, it has a number of disadvantages. The principal disadvantage is the greater susceptibility of uhf television to the influence of terrain factors. This greater susceptibility makes "shadowing" and multiple reflections much more severe in the uhf range than in vhf. These are factors, of course, over which the uhf broadcaster has very little (if any) control. Additional disadvantages of uhf, when compared with vhf, are largely engineering problems (such as receiver design, antenna design, etc.) over which control will be established as time progresses.

MR. GAUTNEY

To counteract the disadvantages mentioned above, the uhf band has some advantages over vhf. For one thing, this band is less susceptible to man-made interference such as ignition noise. A decided advantage is that the uhf band at the present time offers the only means of establishing a nationwide television service.

The uhf broadcaster is beset by many problems, among which are the limited coverage with presently available power and the reluctance, particularly in mixed uhf and vhf areas, of receiver owners to convert to uhf. While these are real and pressing problems it must be remembered that they are not new and that they are essentially the same problems which faced the pioneer vhf stations in establishing the first television service.

While uhf television is certainly a practical service today, its ultimate success (in my opinion) depends on the success of the individual broadcaster and the television industry in convincing the general public that they have a desirable service to offer.

PAUL GODLEY, Paul Godley Co., Upper Montclair, N. J.:

Assuming the application of sound business and engineering judgment, uhf is quite capable of supplying good, practical television service—and this is being demonstrated in a number of cases. This is not to say that, at the present stage of its instrumentation and exploitation, it may be classed as equivalent to vhf either from the standpoints of coverage or, given comparable coverage, of listenership. Currently, economic and human factors primarily—not engineering factors or the laws of nature—work against uhf especially in quarters where a plurality of vhf services are available; and in some cases, it would appear that Folly may have rushed in where Angels fear to tread.

MR. GODLEY

All things considered, uhf experience under proper conditions is encouraging rather than discouraging. Segregation of vhf and uhf markets and areas is not now believed to be practical; nor would it be expected that eventual move of all to uhf could become practicable. In my judgment complete freedom—in the American way—in the marketplace will finally fix the pattern on the basis of the far-from-perfect allocation structure as it now stands.

HOWARD T. HEAD, A. D. Ring & Assoc., Washington, D. C.:

Actual operating experience over the past 20 months has proved that the uhf television channels are capable of rendering satisfactory service under proper conditions. But, even more, this experience has emphasized the need for an understanding of the technical problems encountered in uhf operation and an accurate assessment of their impact on practical operation.

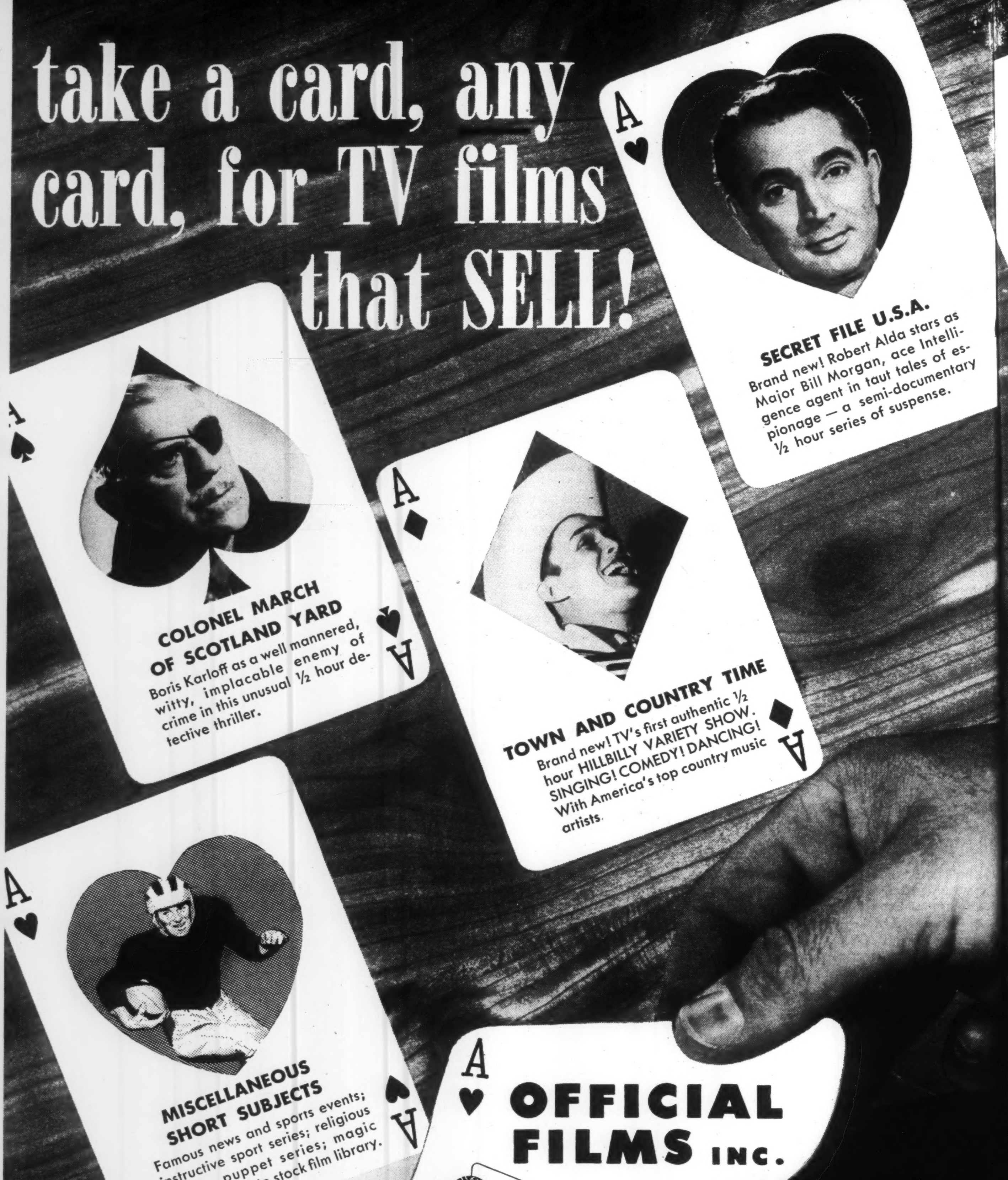
MR. HEAD

In a market where every television receiver will receive all channels, the uhf broadcaster is placed at a disadvantage to the vhf broadcaster by three technical factors: Uhf propagation is inferior to vhf; high power is more difficult to produce on the uhf; and receivers and receiving antennas perform better on the vhf. The inferiority of uhf propagation appears today to be fundamental; it can be offset, but not completely overcome, by additional radiated power. Terrain, vegetation, buildings, and other obstacles are far greater impediments to the transmission of a uhf signal than a vhf signal; propagation beyond line of sight is reduced to a marked degree.

Propagation deficiencies can be offset to some extent by the use of higher radiated powers. Antenna gains now appear to have reached a practical maximum; however, plans have been announced for a 60 kw transmitter which will provide radiated powers up to 1,500 kw. This transmitter is expected to be available in about two years and will do much to offset propagation deficiencies. Transmitter costs, however, both initial and operating, will be substantially higher than for a vhf station operating with maximum power.

The receiver itself places much of the limitation on uhf reception. Improvements in receivers, particularly in noise figure, are possible and are being pursued actively by development engineers. Present prospects, however, indicate that several years may elapse before the performance of uhf receivers approaches that of vhf receivers.

Engineering factors which place uhf at a disadvantage to vhf do not make uhf an impractical television service. It is a *practical* television service, and it is a practical service *now*. The disparity in coverage between uhf and vhf stations is, in many cases, no more severe than that between



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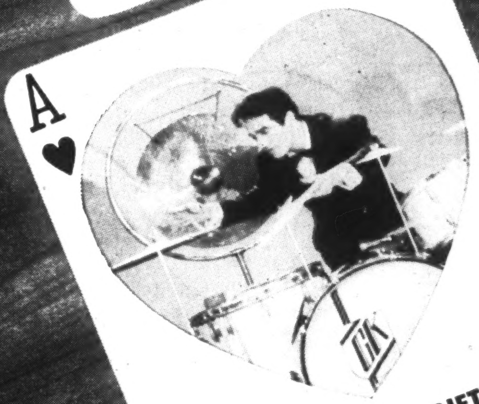

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standard broadcast stations under varying conditions of power, frequency and terrain differences. Uhf cannot achieve its fullest development as a practical television service by ignoring the differences between uhf and vhf, but rather through accurate understanding, frank recognition, and careful evaluation of the problems as they exist.

FRANK G. KEAR, Kear & Kennedy, Washington, D. C.:

The ills of uhf are not basically the result of engineering deficiencies. However, there is an important engineering difference between vhf-tv and uhf-tv which has been recognized and publicized from the time that uhf allocation was first considered. This difference is created by the fact that the generation of ultra high frequency energy, the propagation thereof through space, and the subsequent reception of the signal at the end of the circuit is more difficult than is the vhf process. It is similar to the difference between 600 kc and 1600 kc in the standard broadcast band.

We can expect eventual development of high power transmitters and receivers whose performance is comparable in uhf to that obtained in the vhf region, but there will always remain a fundamental difference in favor of vhf. Given time, the engineers will provide industry with equipment which will reduce the difference between vhf and uhf to about the same magnitude as the difference between 600 kc and 1600 kc. The question is, will the industry wait and work with presently available equipment until satisfactory units are available?

I certainly do not feel that elimination of the vhf channels would be a solution to the problem. We need to rely upon the desirable characteristics of vhf to obtain reasonable area coverage. I would rather see *additional* vhf channels in, for example, the 88 to 108 mc band except for the fact that I believe this band should be preserved for fm broadcasting to which someday we may be only too glad to move our aural broadcast services.

Summarizing, uhf as it is today can and does provide a practical television service. It is not the equivalent of vhf but, given time, it can become truly competitive. The question is, will industry and the public in general give it the time it needs or will they let it go by default?

RUSSELL P. MAY, Washington, D. C.:

MR. MAY

Comparison of vhf versus uhf present or potential services at this time is rather difficult because of the lack of comparative operations in the same areas and the inherent differences of transmission behavior. Under favorable transmission conditions my experience has been that uhf renders preeminently satisfactory service.

If and when the thermal noise in uhf receivers is reduced to a satisfactory low level I expect superior reception will be attained, especially in areas of high man-made noise which does not seriously affect uhf reception. Additionally, uhf high gain receiving antennas are relatively simple to install to further improve reception. Indoor antennas can be utilized to advantage which is an important feature in many areas, especially in apartment houses.

There is little doubt that with the advent of high power uhf this service will compare favorably with vhf both in coverage and quality of reception.

The present plight of uhf resulting from the intermixing of vhf and uhf must be solved by some practical means. Obviously, elimination of intermixed facilities would not be practical at this late date. The next best choice is to concentrate on conversions, combination receivers, adroit management and an opportunity to get established.

FRANK H. McINTOSH, Washington, D. C.:

Uhf has proved itself to be a practical tv service in many communities and the picture quality certainly seems to be comparable to vhf in all respects.

MR. McINTOSH

Uhf has no outstanding advantage over vhf except that the man-made noise is lower over this region. Its disadvantages are more outstanding. Much more power is required for equivalent coverage, the shadows beyond horizon are sharper and deeper, the useful receiving antennas occupy less space and, therefore, deliver less energy to the receiver, the insulation problems for the transmission line and on the antennas are much more serious and there are no receivers on the market with adequate RF amplifier "front ends" to compare with current vhf receivers.

There is a real technical difficulty in building uhf receivers to be the equivalent of vhf and it may take several years yet to get the gains in such receivers comparable to those in vhf.

To eliminate intermixed facilities would be exceedingly difficult because we do not have a completely separate market situation. There is a diffusion between one market and the other in many parts of the country, for instance in Atlantic City and Philadelphia, and it would be very difficult to eliminate intermixing. It is believed that it would serve no useful purpose. The idea of having markets all utilizing the same facilities and having comparable coverage for all commercial aspects is, of course, desirable.

You'll want to read
'ADS, WOMEN and BOXTOPS'
by Duane Jones
a B•T exclusive feature
starts JUNE 7

There is considerable merit in considering utilizing frequencies from 88 to 108 megacycles, and some proposals exist to condense fm and make more additional vhf channels available.

OSCAR REED JR., Jansky & Bailey, Washington, D. C.:

MR. REED

Technically, television broadcasting on the uhf frequencies has been a practical, successful event from the time of the first commercial operation in Portland, Ore., in those areas where it has brought television to the American public for the first time and has not been just a variation of vhf television. With the practical, and probably permanent, limitation on the number of vhf channels available, uhf channels will have to be used if television service is to be available to large segments of the nation, particularly as a local form of enterprise. Insofar as these areas lack vhf service, it appears that uhf can be a commercial success. In areas where rugged terrain imposes handicaps, it appears that the FCC will be considerate in affording palliatives.

For the foreseeable future it will cost the uhf broadcaster more for a given effective radiated power, a degree of coverage handicap will exist, and maintenance and operating costs for a comparable set of circumstances will be greater. The odds against the uhf broadcaster in vhf territory are therefore pretty high and in some instances they are changing for the worse as a result of advertiser and network attitudes. In the broad pattern of approximately ten times as many vhf receivers as uhf receivers in the hands of the public today, dollars for uhf advertising are being spent very selectively.

The prospects for a reasonable par between uhf and vhf service in areas of other than rugged terrain would be enhanced in almost any other situation than the one of growth in which we find ourselves today. Tube research to improve the sensitivity of uhf receivers appears to show promise of success. However, a tube which might be marketed for several times the price of a vhf radio frequency amplifier tube is regarded wistfully by the receiver designer who is informed by his marketing group that they will not be able to use it and be competitive. Meanwhile, attention and emphasis turns to color television matters, resulting in higher costs and another new marketing vista. It almost seems appropriate to ask if uhf will fall out of sight and out of mind temporarily, as did fm, insofar as a broad and truly national commercial pattern is concerned.

Things have a way of developing and often improving in the direction in which engineering efforts are bent. Shifting directions of these efforts, responsive to profit

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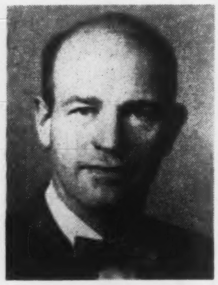
ROBERT M. SILLIMAN, Washington, D. C.:

The ultra high frequencies do provide a practical television service now with receivers and transmitters which are presently available. In the absence of vhf, I feel that the public would whole heartedly accept uhf television.



MR. SILLIMAN

When examined in comparison with vhf television, uhf appears to be definitely inferior in a number of respects:

(1) Most important is the added cost to the viewer. He must pay more for the receiver (barring some sort of uhf subsidy), more for the antenna and more for its installation.

(2) The service will depend to a greater extent on terrain irregularities. This factor is not adequately reflected in a comparison of contours under the FCC Standards. In general, there will be more dead areas within the normal coverage area and the signal will drop a greater number of db behind the obstructions, such as hills or buildings.

(3) On uhf, the smaller physical size of the antenna and the less sensitive receiver of the present day add about 15 db to the required signal strength. If rough terrain adds another 10 db or so, it is easy to see that no reasonable transmitter power increase can ever make up the deficiency. We hope that part of this may be made up by receiver improvements; however, a perfect receiver could not make up more than about half of the difference. It seems that no foreseeable improvement in uhf receiving and transmitting equipment can ever equalize the service areas of the two types of services for roughly equivalent plant investments.

Uhf and vhf services are thoroughly intermixed and it hardly seems possible to separate them. I would look for uhf to continue to be at a competitive disadvantage in the presence of vhf competition.

LYNN C. SMEBY, Washington, D. C.:

Originally the am aural broadcasting band extended from 550 to 1500 kc. Later it was clear that more channels were needed. The band was extended for 1500 to 1600 kc.

MR. SMEBY

Not all receivers could tune the full range of 550 to 1600 kc. Almost immediately all receiver manufacturers extended the tuning range of their sets. Channels 1500 to 1600 kc were not fully useful for a few years. The channels from 1500 to 1600 kc did not give as good coverage as the channels at the lower end of the band. However the coverage was good enough to serve the useful purpose of giving us some additional badly needed channels.

The same experience was encountered in fm. The original fm band was found to contain too few channels for a good national aural service. Therefore the fm band was moved to higher frequencies where enough channels were available. Fm has failed so far as a broadcast service, not because of engineering factors, but because of economic factors.

A great deal has been said and writtten about the engineering aspects of uhf television. On this I will not go into detail except to set forth my own general conclusions. The good service range of uhf stations never will be as great as that of vhf stations. However this less extensive coverage is comparable to the am band situation where channels from 1500 to 1600 kc were added. The range was not as great on these new channels as on the lower frequency channels, however entirely satisfactory services are being rendered on these high frequency aural channels. It took some time for this full utilization to take place.

Within the good service range of a uhf station the picture in the home will be every bit as good as on vhf. Therefore the engineering problems are summed up in these two points that are now attainable. The conclusion is reached that engineering factors are not holding up the adoption of uhf television broadcasting.

It now costs the viewer extra money to receive the uhf stations. We are now right back to the same economic problem that haunted fm. There is one other important difference in the two problems. In the fm case we had substantially a good national aural service via am whereas the 12 vhf channels cannot give such a service in television.

It is going to cost a certain amount of money to obtain a national television service. Who is going to pay this bill? Ultimately the benefactor, namely the public. The public might well start paying some of the bills right now by buying receivers with the uhf channels in them.

It appears to me that the only solution, and it is a long range one, is to quit selling the public vhf-only receivers. I realize this is not a new idea, however the following may contain some new thoughts on the matter. With the small quantity of uhf converters and sets with uhf included that are produced now, the price is naturally high. If uhf were included in every new receiver the differential in cost of each receiver would be much less. The receiver salesman would have a good point in that he could point out that his set was an all channel receiver. A potential uhf broadcaster could predict with some accuracy when he could expect to have enough viewers to make a go of his enterprise.

Along with the public, the receiver manufacturers have a big stake in this matter. With a 12 channel vhf service in the country the original receiver sales will not be as great, nor will the ultimate replacement market be as great, as with a full service employing the uhf channels in addition to the vhf channels.

This step will not make the introduction of uhf television a bed of roses. It merely will make it possible. This step appears to be vital. As a policy matter, we should vigorously explore all ideas looking toward the introduction of uhf television.

CITY ROOM NEWS SHOWS PAY OFF

THE BEST WAY to sell radio news, reasons WISH Indianapolis, is to get it first. WISH gets it first through an agreement with the *Indianapolis Times* whereby the station makes 10 daily newscasts from the *Times* city room.

Veteran newscaster John Fraim of WISH was chosen to air the city room newscasts and by the end of the first six months they were a sellout, according to the station, despite competition from television and other radio stations.

By broadcasting from the city room, newscaster Fraim has a working news staff of 100 reporters, leg men and specialists. Mr. Fraim gives on-the-air credit to the *Times* before and after each broadcast.

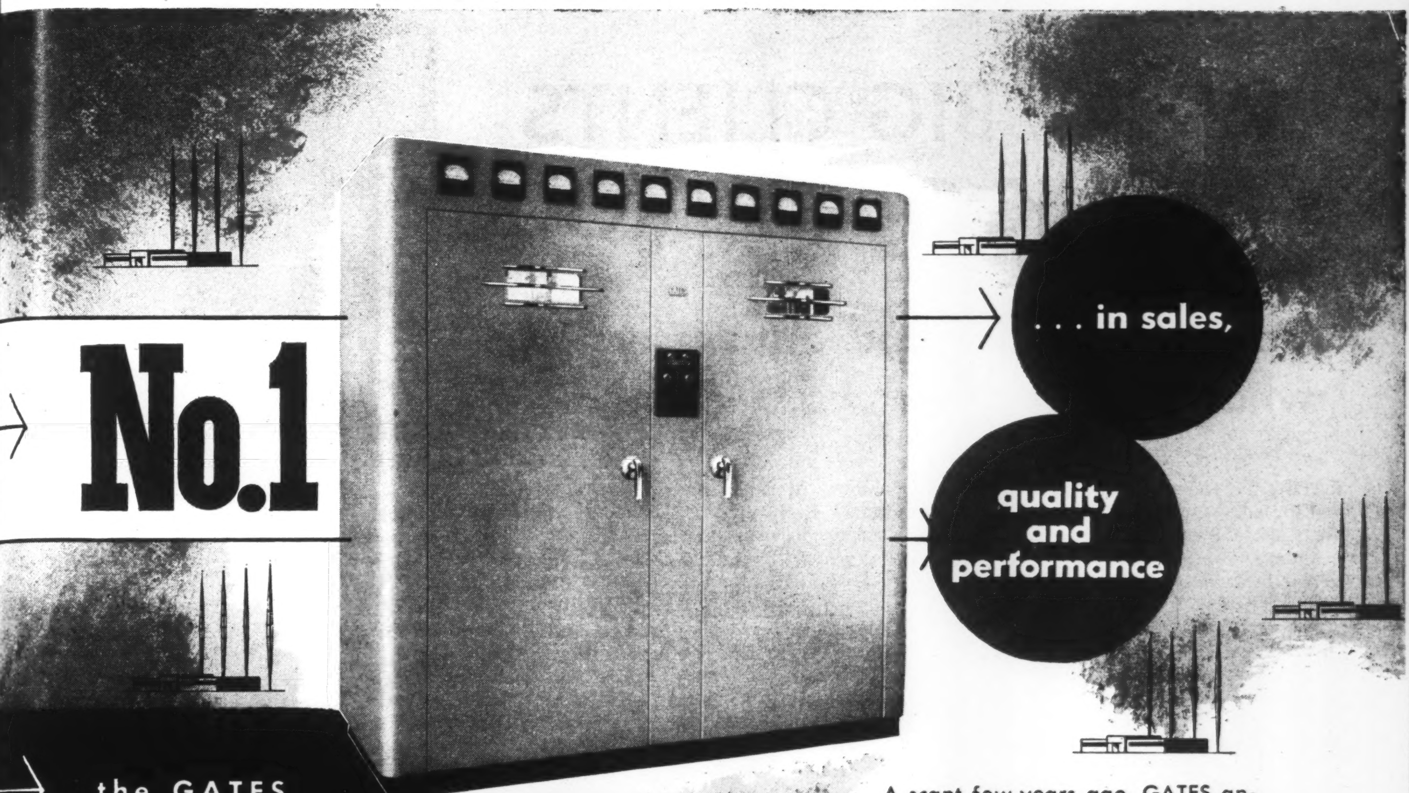
Mr. Fraim has made himself an influence in the community. When public feeling ran high during last summer's deaths of children who were suffocated in abandoned ice boxes, newscaster Fraim, with cooperation from the newspaper and a city councilman, succeeded in having an ordinance passed against old ice boxes and the law since has been copied by other cities. His drive to collect old ice boxes resulted in more than 500 being turned in.

At a time when Indianapolis radio salesmen were confronted with the argument, "Nobody listens anymore to radio," Mr. Fraim received a plea from a hospital for a rare type of blood for a patient. He aired the appeal on his 12:15 p.m. news show and by 2 p.m. the hospital had enough donors. By the next morning more than 100 volunteers had offered blood. He received a citation from the hospital.

He aired an appeal from a woman and child who were being evicted from their home and needed help in moving. She received 95 offers of help from truckers, moving firms and interested listeners.

Recently, Mr. Fraim and Vince Leonard, who share the 6:15 p.m. spot on WISH's news program, embarked on a gambling expose. For eight straight days their newscasts dealt with gambling conditions in Indianapolis. The results: Mr. Fraim was called before the grand jury for consultation, he was appointed to a special state panel on crime study, and he was issued a gun permit by police because of threats on his life by gambling interests, according to WISH.

On a later broadcast the two called for a mail poll on legalization of gambling and received in two days 1,500 cards and letters overwhelmingly against gambling.



No.1

. . . in sales,

quality and performance

the GATES

BC-1F

1000 watt transmitter

A scant few years ago, GATES announced its new air conditioned 1000 watt Broadcast Transmitter, the BC-1F.

Then, as now, it was described as a large, heavily built, rugged and full fledged transmitter — as fine as a broadcast transmitter can be made.

The enthusiastic acceptance with which the BC-1F has been greeted is unquestioned verification of quality, since only quality of the highest order could build such an impressive "owner list" as that below!

Why not ask those who own one?

OWNERS OF GATES BC-1F BROADCAST TRANSMITTERS*:

WGEM Quincy, Illinois
WKRS Waukegan, Illinois
WKXY Sarasota, Florida
KOSY Texarkana, Arkansas
KCNO Alturas, California
KWCB Searcy, Arkansas
KDLM Detroit Lakes, Minn.
WTRW Two Rivers, Wis.
WCPA Clearfield, Penn.
KDAS Malvern, Arkansas
WOKE Oak Ridge, Tenn.
WBUD Trenton, New Jersey
CFCL Timmins, Ontario, Can.
XEAS Nuevo Laredo, Mexico
WTIM Taylorville, Illinois
KGMC Englewood, Denver
KMMO Marshall, Missouri
WBOK New Orleans, La.
WAKN Aiken, South Carolina
WCMY Ottawa, Illinois
WALK Patchogue, New York
WFVG Fuquay Springs, N. C.
KPBM Carlsbad, New Mex.
WMPM Smithfield, N. C.
WATC Gaylord, Michigan
WOPT Oswego, New York
WLIL Lenoir City, Tenn.
KBKH Pullman, Washington
KTYL Mesa, Arizona
WKCT Bowling Green, Ky.
KPLN Camden, Arkansas
WCEH Hawkinsville, Georgia
KGKO Dallas, Texas
WIMO Winder, Georgia
WTCW Whitesburg, Kentucky
KWHP Cushing, Oklahoma
KOKX Keokuk, Iowa
WKAP Allentown, Penn.
KGAL Lebanon, Oregon
WRIC Richlands, Virginia
WRAY Princeton, Indiana
KILO Grand Forks, N. D.
WFHG Bristol, Virginia
KBOP Pleasanton, Texas
WCTT Corbin, Kentucky
KSMN Mason City, Iowa
WGSM Huntington, N. Y.
WCEN Mt. Pleasant, Mich.
WLYC Williamsport, Penn.
WORD Spartanburg, S. C.
WJPR Greenville, Miss.
WPAZ Pottstown, Penn.
WFUL Fulton, Kentucky
WLEA Hornell, New York
WRAG Carrollton, Alabama
WAIN Columbia, Kentucky
WHJC Matewan, W. Virginia
CKPB Victoriaville, Que., Can.
WDKD Kingstree, S. Carolina
WCBA Corning, New York
WYVE Wytheville, Virginia
KERG Eugene, Oregon
WDZ Decatur, Illinois
WPEP Taunton, Mass.
WKVA Lewistown, Penn.
WCOJ Coatesville, Penn.
KTRM Beaumont, Texas
CKVL Verdun, Quebec, Can.
KGWA, Enid, Oklahoma
WNAH Nashville, Tennessee
WJAT Swainsboro, Georgia
KNED McAlester, Oklahoma
KCRV Caruthersville, Mo.
KMAN Manhattan, Kansas
CJSO Sorel, Quebec, Can.
WEYE Sanford, N. Carolina
CFRA Ottawa, Ontario, Can.
KWOC Poplar Bluff, Missouri
WPAW Pawtucket, R. I.
WARL Arlington, Virginia
WROS Scottsboro, Alabama
WELC Welch, West Virginia
WDEV Waterbury, Vermont
WLCS Baton Rouge, La.
WKSR Pulaski, Tennessee
WIAM Williamston, N. C.
KIUP Durango, Colorado
KPOC Pocahontas, Arkansas
WTIL Mayaguez, Puerto Rico
WGCB Red Lion, Pennsylvania
KWCO Chickasha, Oklahoma
WTRP LaGrange, Georgia
KBLO Hot Springs, Arkansas
KRCH Hot Springs, Arkansas
WBRN Big Rapids, Michigan
KSVP Artesia, New Mexico
City Police Dept., Los Angeles
KBHS Hot Springs, Arkansas
WRMA Montgomery, Ala.
WPEL Montrose, Penn.
KGRI Grand Island, Nebr.
KVSA Dermott, Arkansas
KVSP Lubbock, Texas
WMSC Columbia, S. Carolina
WJVB Jacksonville Beach, Fla.
WAGG Franklin, Tennessee
WBLE Batesville, Miss.
WBBO Forest City, N. C.
WLSM Louisville, Miss.
KDUZ Hutchinson, Minnesota
WPCT Putnam, Connecticut
Pinar del Rio, Cuba
YNBH Managua, Nicaragua
Tampico, Tamps., Mexico
KDAV Lubbock, Texas
WLSD Big Stone Gap, Va.
WNRV Narrows, Virginia
WTTR Westminster, Maryland
WLCM Lancaster, S. Carolina
WITY Danville, Illinois
CHED Edmundton, Alberta, C.
WHUN Huntingdon, Penn.
KDBS Alexandria, Louisiana
WMRE Moultrie, Georgia
WHRY Bogalusa, Louisiana
KTIB Thibodaux, Louisiana
KSIS Sedalia, Missouri
KUAM Aguana, Guam
WEAT Lakeworth, Florida
WCRT Birmingham, Alabama
XEKL Jalapa, Ver., Mexico
Morelia, Mich., Mexico
WGSW Greenwood, S. C.
KWRT Boonville, Missouri
WNOS High Point, N. C.
WFTW Fort Walton, Florida
WRUS Russellville, Kentucky
WKSB Milford, Delaware
WKWF Key West, Florida
WJWS South Hill, Virginia
St. Joseph D'Alma, Que., Can.
WLBN Lebanon, Kentucky
KWPM Thayer, Missouri
WOHO Toledo, Ohio
CHRL Roberval, Que., Canada
KTXJ Jasper, Texas
WAGS Bishopville, S. C.

***Above list excludes all export sales other than Canada. Any domestic omissions are unintentional. Substantial military purchases of this model can not be listed for obvious reasons. Purchases after December 30, 1953, not shown.**

GATES

GATES RADIO COMPANY

Manufacturing Engineers Since 1922

QUINCY, ILL., U. S. A.

Houston, 2700 Polk Avenue
New York, 51 East 42nd Street

Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St.

Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

WHAT BIG CLIENTS THINK OF RADIO

leading agencies and advertisers say what's right and wrong with medium

MR. BRANDBORG

RADIO stations in general are doing a good job for advertisers and agencies, but there are ways to improve this service, and the medium's best friends are willing to say how it can be done—provided they can say it anonymously.

A confidential survey of 10 major agencies and six large advertisers, conducted by Gustav Brandborg, assistant general manager of KVOO Tulsa, shows that these users of radio think of the medium; what it does for them; what it doesn't do and some of the things they want from stations.

Through the survey runs an oft-recurring note—radio is showing definite signs of a revival (though its revenue has always increased from year to year).

In general, many of these major units in the advertising industry wish that stations would give them more market and audience data; include package rates on rate cards; expand promotion activity; give data on last user of avilabilities; improve billing practices and show more interest in improving an account's position when availabilities open.

Thirteen of the 16 reports show interest in buying more local programs rather than syndicated offerings. Only one is not using radio at the moment, having wound up a campaign a month ago. Four are using more radio than a year ago; four said they are using more spot; three are using the same amount of radio; five are using less radio than a year ago; one is using more network and one is using the same amount of spot (answers add to 18 because of dual response).

Questioned carefully by Mr. Brandborg, using a 10-phase list of queries, the agency-advertiser executives discussed frankly their use of radio, their opinions of its advantages and weaknesses, freely voiced pet "beefs," and wound up with tips on how radio can serve them better.

One query called for their views on the job Broadcast Advertising Bureau is doing for radio, as seen from the agency-advertiser perspective. Half of the 16 questioned (six agencies, two advertisers) said they believe BAB is doing a good job for radio as far as their own "impression of BAB's helpfulness to you is concerned." One agency suggested BAB "should work on audience composition."

None of those questioned answered "no" to the BAB question but a major agency commented, "Yes and no."

Seven voiced no opinion about the calibre of BAB's service though an agency using 450 radio stations said BAB's operation was "too general."

Of the 16 in the survey, 15 are now using spot radio, 10 are using networks and six are buying foreign language, Negro or some other type of specialized service.

Results of a question on plans of current radio users show five plan to increase their use of radio in the future, five will use the same amount and three will use less radio.

Radio is the best media buy, five of those questioned told Mr. Brandborg. Seven said radio is a good buy, one said it all depends on the product and one said spot is a good buy.

Twelve said they plan to use radio in introducing new products or accounts that have not used the medium, with three giving a negative answer.

Ten of the 16 said radio is doing a good job of selling its services to sponsors and agencies, though one specified "fair," another limited the answer to "big stations" and two felt that was room for improvement. Only one said radio is doing a "bad" job (referring to small stations) and five declared radio is doing an "indifferent" sales job.

Do agencies and advertisers have "beefs"? They do, but not as many as might have been expected. Eight of the 16 specified "beefs" as follows:

- Lack of attention to details of programming, scheduling.
- Difficulty of measuring results from use of radio.
- Stations should sell time at the same rate whether by mail or to agency buyers who make personal calls.
- Stations are "too independent."
- Continuing discounts.
- Stations should not sell the same farm director to competitive advertisers; should have fact sheets for dealers.
- Too much emphasis on promotion and merchandising; accounts want an audience.
- Radio has been "underselling itself."

How can stations do a better job? The answers were frankly critical, in some cases, but they provided many ideas for study. Here are the contributions, in condensed form:

- Better follow-through and promotion.
- Provide desired availabilities; give better times when they become available without prodding by the account.
- Better, more uniform area survey material; better programming to maintain listeners.
- Overcome carelessness in maintaining schedules; improve billing; improve account's schedule without waiting for pressure.
- More merchandising and research on

(Continued on page 112)

TEN penetrating radio questions were asked by Gustav Brandborg, assistant general manager of KVOO Tulsa, in his survey of radio's merits and flaws. They were:

Are you currently using radio advertising?

Are you currently using more or less than heretofore?

For those accounts or products for which you now use radio advertising, do you plan an increase or decrease?

On the average, do you feel radio is the best buy for the money, a good buy, a poor buy?

Are you planning on introducing new products and/or accounts to radio advertising use? That is, products or accounts which have not heretofore used radio?

Are radio stations as a whole doing a good, bad or indifferent job of selling their services to you?

If you have a "beef" about radio stations or radio advertising, what is it?

How can radio stations do a better job for agencies in the matter of servicing your accounts?

In using radio advertising these days and in the immediate future, do you believe you will be interested in buying more local programs, rather than syndicated ones? If so, what will you need to know about these shows in order to determine their fitness for your use?

Is BAB doing a good job for radio so far as your own impression of their helpfulness to you is concerned?

Starting → JUNE 7

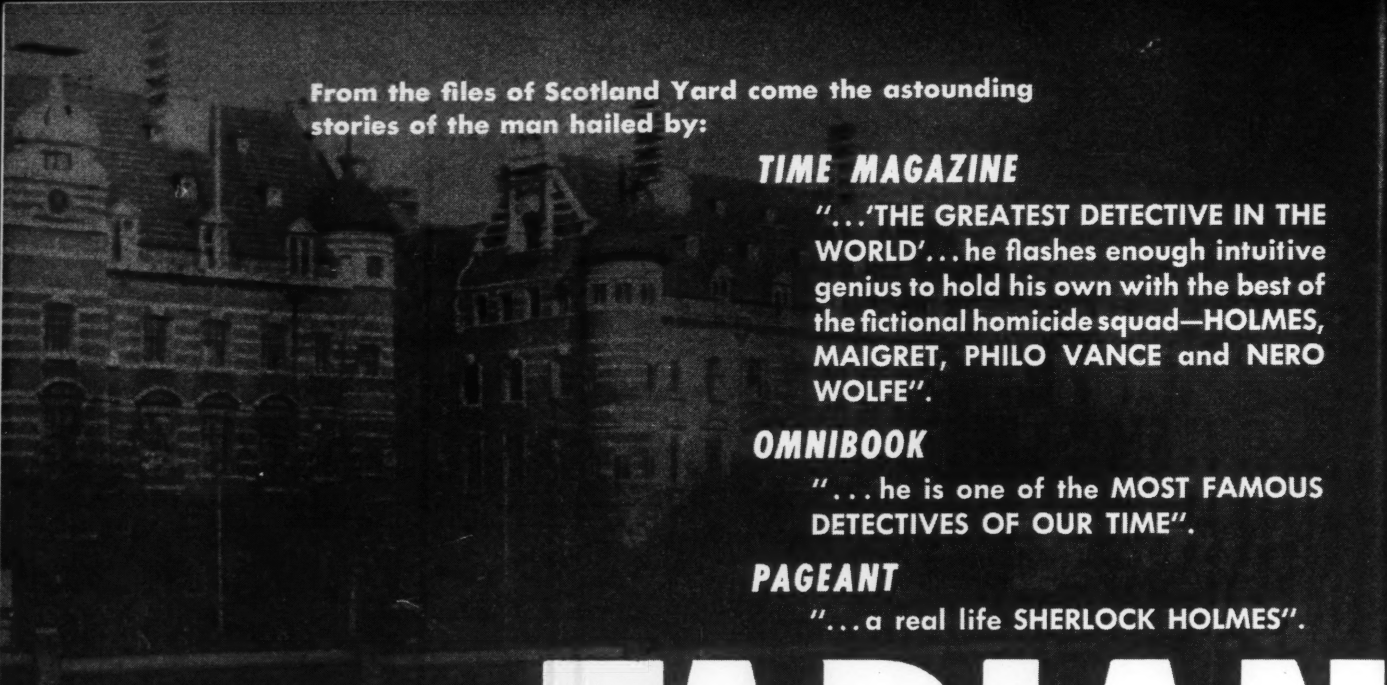
'Ads, Women and Boxtops'

The "boxtop king" tells the inside story of package goods advertising techniques . . .

a B•T exclusive

by Duane Jones

There are 15 basic techniques in package goods advertising. Duane Jones invented some of them and has used them all—to make advertising history for such products as Bab-O, Mennen shave cream, Sweetheart soap and SuperSuds. In this special series of articles, adapted from a forthcoming book, one of advertising's most colorful and creative specialists tells a story that everyone in advertising will want to read. It begins in BROADCASTING•TELECASTING June 7.



From the files of Scotland Yard come the astounding stories of the man hailed by:

TIME MAGAZINE

> "...'THE GREATEST DETECTIVE IN THE WORLD'... he flashes enough intuitive genius to hold his own with the best of the fictional homicide squad—HOLMES, MAIGRET, PHILO VANCE and NERO WOLFE".

OMNIBOOK

> "...he is one of the MOST FAMOUS DETECTIVES OF OUR TIME".

PAGEANT

> "...a real life SHERLOCK HOLMES".

FABIAN

OF SCOTLAND YARD

(portrayed by Bruce Seton)

Sarah Churchill in "4 A.M. PHONE CALL"

"THE SAMBA CASE"

RADIO DAILY-TELEVISION DAILY says: "It is fast paced, well documented . . . FAR SUPERIOR to the majority of "whodunits" at present cluttering up our screens".

Filmed on location and paced for American television audiences, this series is designed for:

1. Sponsors who are weary of the stereotyped "Private Eye".
2. Sponsors who demand *strong product identification.* At last here's a show whose unique format provides a POWERFUL MERCHANDISING FORCE to help video-wise advertisers sell goods!

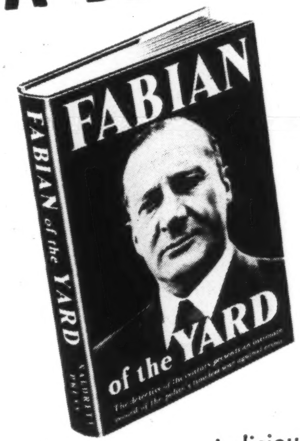
Bruce Seton in "THE GOLDEN PEACOCK"

"ROBBERY IN THE MUS[illegible]M"

"BOMBS IN PICCADILLY"

Scenes from FABIAN OF SCOTLAND YARD

A BEST SELLING BOOK!



Now being syndicated in leading newspapers throughout the United States with a combined readership of over 25,000,000 people!

THE NEW YORK TIMES says: *"There is human warmth in it and no hysteria, no bitterness, no sensationalism. It has humor too — judicious portions, not laid on with a heavy trowel".*

Here's something really brand new and exciting in television fare—fascinating *documented* CASE HISTORIES from the files of FORMER SUPERINTENDENT OF SCOTLAND YARD, ROBERT FABIAN, Britain's counterpart of America's J. Edgar Hoover!

FABIAN OF SCOTLAND YARD is available to National, Regional and Local advertisers who want a FIRST RUN TV PROGRAM with all the prestige and promotional values reserved for premiere presentations—at a price that will please the most budget conscious sponsors!

39 BRAND NEW HALF HOUR FILMS NOW READY FOR FIRST RUN IN ALL TV MARKETS

WRITE, WIRE OR CALL TODAY FOR FULL DETAILS!

telefilm enterprises

38 East 57th Street, New York 22, N. Y. • PLaza 8-3360

The president of Weiss & Geller, Chicago, believes that psychologists can help advertising people pick the best personalities to deliver radio and tv commercials. In this article, adapted from a speech Mr. Weiss made at the U. of Michigan earlier this month, he tells how a panel of scientists explained . . .

WHY IS ARTHUR GODFREY?

by Edward H. Weiss

DID YOU ever wonder why advertisers and advertising agencies spend so much creative time on the preparation of tv and radio commercials and evidently give so little time and thought to the person who *presents* these commercials? We wanted to find out how *our* television commercials were affected by the personality of the announcer. Here was a new era to explore with motivation research.

Probably the most exciting of our explorations in this field is the Social Science Television Conference we held just about a month ago. We invited eight eminent social scientists to an all-day meeting in a suite in the Drake Hotel in Chicago. We asked them to look at a sampling of daytime and evening television, much as the typical American family views it.

We asked our panel—How can we select the most effective personality to deliver the commercial? What kinds of "authority" are the most compelling to different types of audience, to the husband, the wife, the child? Is the star of the program always the best sales presenter? Is a male "authority" more suitable in influencing women than another woman?

From 9 a.m. till 10:30 that night, this distinguished "social science family" sat and watched television and discussed the implications of programming and the meaning of the various types of "authority" and "demonstrator" or home economist who present the commercials.

Scientific Assembly

Participants in the panel were two psychoanalysts, a cultural anthropologist, a social psychologist, two sociologists and two professors of social science. Two of the agency's creative account people were on hand to direct the discussion into specific areas of concern to us as advertisers. Our senior research analyst served as moderator. A stenotypist took down every word of comment and conversation.

The social science experts examined and analyzed the appeals of the Arthur Godfreys, Jan Murrays, Dave Garroways, Ed Sullivans, as well as the anonymous deliverers of commercials, and they discussed the Betty Crockers, Betty Furnesses, Arlene Franceses. We were particularly interested in the social scientists' personality portrait of Arthur Godfrey because part of his show is sponsored by our client, The Toni Co., and similarly we were interested in their impressions of Jan Murray because he plays an important part in presenting the commercials for our client, Mogen David Wine, in the television show, *Dollar a Second.*

According to our social science panel, the most effective personalities to deliver commercials—whether men or women—are those who present themselves as human and fallible, who by *their* identification with the consumer induce the *consumer* to identify himself with them. They agreed that commercials delivered by a person who is not "institutional"—not too glib and not too expert and who is a little bit vulnerable—gives the product and the program a human dimension. Such a personality is reassuringly like you or me, or like our husbands or wives. And the product becomes more believably identified with real human needs.

This, they believe, is one of the secrets of Arthur Godfrey's spectacular success in selling. His great effect is in playing down his smartness. He is relaxed, he doesn't try too hard. He relies on the audience for help and underplays his own capacities. There is never a danger that he will arouse feelings of competition in his audience, because he is "on their side."

Psychologically, his morning program creates the illusion of the family structure. All the conflicts and complex situations and relationships of family life are taken out, and what is left is an amiable, comfortable family scene—with one important omission. There is no mother in the Godfrey family. This gives the housewife-viewer the opportunity to fill that role. In her fantasy, Godfrey comes into her home as an extra member of her family, and she fancies herself a specially invited member of his family. She entertains him in her home, but at the same time, he invites her into his studio.

Godfrey talks about a product much as the man of the family might. He not only talks about it, but he enjoys it—he sips his tea in gurgles, he relishes the cake, he admires the Toni Home Permanent, he grunts, whistles, even takes the product down a peg or two.

Another facet of Godfrey's popularity was analyzed by the conference: When a product is presented in superlatives, it can easily cause apathy or rejection by stirring up feelings of inferiority in viewers. Perfection imposes a burden on people. They subconsciously wonder, "Can I attain this?" The better the product, the more of a psychological problem it poses for the middle-class audience, the sociologists believe. It creates self-doubt about their status, their place in life, their deservingness. The question in people's minds is not always or necessarily, "Is the product good enough?" It is very often the buried and anxious feeling, "Am I good enough for the product?" This applies to automobiles, refrigerators or even the fancy cake mix. The viewer must be made to feel that he's not overstepping himself by wanting something too good. Commercial presenters who imply their product is super-magical or super-perfect or all-powerful may stop a good many people from trying it out at all.

Regular Fellow

Godfrey never imposes this burden of perfection. He is the consumer, the plain, ordinary guy, taking the role of the buyer, not the seller. And the housewife feels that if Arthur likes the product, so will her husband and her children, and so can she. When he makes fun of the commercial, and at the same time ohs and ahs about the product, he projects the real feelings of the consumer. He is reassuringly like you or me.

Now contrast Godfrey's technique with the sterile and impersonal presentations offered by the institutional type of authority on television, as our social science panel did. They corroborated our own consumer studies on reactions to the "expert" versus someone with whom the ordinary person can identify himself. They agreed that women have a great suspicion of "women who know too much." Dictatorial certainty and the air of perfection are reminders of a nagging mother telling daughter exactly what to do and exactly how to do it. We all know how daughters react to nagging mothers.

What about the male authority? Our panel felt that other things being equal, a woman will listen to a man with more acceptance because he's not competing with her. He's an objective "authority"—not her husband and not as patronizing nor as knowledgeable as "mother." Because he's not so emotionally involved with the product, he's often more reassuring—whether the product be food, cosmetics, household appliance or whatnot.

But male announcers go off the track when they act too confidently, particularly

YOU MIGHT GET A 1600-LB. BULL MOOSE—*

BUT . . . YOU NEED WKZO-TV TO BAG TV AUDIENCES IN WESTERN MICHIGAN!

GRAND RAPIDS-KALAMAZOO HOOPERS
JANUARY, 1954
SHARE-OF-TELEVISION-AUDIENCE

	MON.-FRI. 7 a.m.- 12 noon	MON.-FRI. 12 noon- 5 p.m.	SUN.-SAT. 6 p.m.- 12 midnight
WKZO-TV	80%†	85%	62%
B	31%†	15%	38%

† *Adjusted to compensate for the fact that neither station was on the air all hours.*

NOTE: *Sampling was distributed approximately 75% in Grand Rapid area, 25% in Kalamazoo area.*

January '54 Hoopers, left, show how thoroughly WKZO-TV dominates the Western Michigan television market, *morning, afternoon and night!*

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture effectively serves one of the nation's *great television markets*—27 densely-populated Western Michigan and Northern Indiana counties—a far larger *television* market than many major cities can boast!

(80,000 WATTS—CHANNEL 3)

AM—TV—FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

* *F. D. Fetherston and D. G. Mac Donald got one this size on Magnassippi River, Quebec, in 1889.*

on matters affecting the woman's domain. They can only create resentment and subject the woman to doubts about her abilities.

In a study made for NBC by the Schwerin organization, we can see an illustration of this misuse of the expert:

"In one commercial the authority was a chef in a test kitchen, shown pulling some pastry out of the oven and explaining how simple it was to insure consistent baking success by using this mix. In a second commercial the same sales point was made by a little girl, who was exceedingly proud of the pastry she had just made with the product. The chef commercial won 16 responses per 100 viewers; the little girl, 73."

As the report points out, "certainly a professional chef outranks a child as a culinary authority. But in this instance he was possibly too expert for the advertiser's purpose."

The social scientists did not propose that advertisers should never employ "authorities" to present their sales messages, nor that women can never be successful in appealing to other women. It is the *manner* of presentations, the personalities of the men and women who make the presentations that came into question as the conference analyzed the typical commercials of the day and evening.

The authoritative women, our consultants pointed out, are as ineffective in reaching men as in selling to women. The sterile efficiency expert simply doesn't appeal to anyone. She may hamper the sale rather than help it.

Television saleswomen who would exchange "know-how" with the viewer rather than dictate "know-it-all" could prove psychologically most effective, the panelists agreed. But they must be real people, not the corporate image or brand image; they must be warm and friendly—women who enjoy their role as women, neither wooden nor over-glamorous.

The overwhelming importance of the presenter is as apparent in direct selling as it is in a tv commercial. Recently our Motivation Department made a 2,500 mile trip through 11 cities in 5 states and conducted 78 depth interviews with retailers. Over and over again we found that pricing and styling of a line were not nearly so important to a retailer as his *feelings* toward the manufacturer's representative who called on him.

No matter where the selling message is presented—over a tv screen or in a buying office—it is the personality of the presenter that really influences the sale and it is the business of creative advertising people to understand the dynamics of these personalities who must carry the burden of properly presenting the commercials or sales message.

LITTLE LEAGUE BASEBALL IS A BIG HIT ON RADIO

PLAY-BY-PLAY broadcasts of Little Major League baseball games among boys 9-to-12 years of age—aired with big league flavor—are the program formula found successful by WEAM Arlington, Va., in building local audience and accounts.

The broadcasts were started experimentally in 1953 as a stop-gap alternative when the surburban Washington station was unable to get a major league radio franchise. But the Little League games are a must on the WEAM schedule this year even though the station also will air re-creations of about 100 Brooklyn Dodgers games. And Little League takes precedence in schedule conflicts, WEAM says.

Old Dominion Bank of Arlington, which sponsored the Little League broadcasts last year as its first big radio venture, has renewed with WEAM this season for a schedule of about two dozen games played by the team which it "sponsors" in the league. Account is handled by Henry J. Kaufman & Assoc., Washington.

In addition, M. T. Broyhill & Sons, an Arlington real estate and contracting firm partly owned by Rep. Joel T. Broyhill (R-Va.) is signing with WEAM for sponsorship of part of the schedule played by the Broyhill team, the station reported.

Season started May 21 and runs through the summer, with the games played at night under lights in a model park operated by the Arlington County Recreation Dept. This year, the county is building a broadcast booth for WEAM and is giving the broadcasts publicity on a large sign being erected near the entrance to the park.

"Some folks in the trade said we were crazy to try local programming of this kind because the interest range is so narrow and because of the potential operational headaches," George E. Oleson, WEAM general manager, recalled. "But we have found just the opposite to be true. Local interest is very high and program costs in man-hours and dollars are low."

Telephone line charges to the park run only about $25-$30 a month and there are no franchise fees to pay, Mr. Oleson pointed out. Regular staff announcer Nat Albright, who will re-create the Dodgers games this year, does the play-by-play at the Little League games. His talent fee is paid by Old Dominion Bank or Broyhill, depending on the Little League game he airs.

Only other man required at the Little League park for the program is Mr. Albright's technical assistant, Barry Oliver, a high school senior studying radio, who is a parttime employe of WEAM.

Game time runs about 1½ hours, Mr. Oleson pointed out, since the Little League contests are limited to five innings. Game time usually is 7:30 p.m., a good hour to catch both young and adult listeners, he noted.

The prestige of having the games broadcast has resulted in extensive publicity for WEAM and Old Dominion among the boys, their parents and neighbors, Mr. Oleson explained, helping to account for high listener loyalty.

For Old Dominion Bank, the experiment in radio and Little League broadcasting has proven to be more than a community goodwill project, according to Bob Hughes, bank promotion director, although telephone calls, letters and even visits to the bank by appreciative citizens has shown that it has accomplished this result.

The success in promoting the bank's saving certificate plan indicate the selling ability of radio as well, Mr. Hughes said, although no direct check has been made to determine how new customers heard about the plan.

Before trying radio, the bank chiefly employed direct mail and some newspaper advertising.

"We're more sold on radio than newspapers," Mr. Hughes said. He explained that the Little League broadcasts build local audience in Arlington, where the bank has three branches, while advertising in the metropolitan Washington newspapers results in waste circulation in all but the Arlington trade area.

Old Dominion cut part of its direct mail budget last year in order to test radio on a continuous basis, Mr. Hughes related. As a result, the bank currently is using 8 to 10 spots a day in anticipation of the Little League season schedule and uses radio for sponsoring coverage of other community and school events.

WEAM Manager Oleson recalled it took only a few weeks to arrange for sponsored coverage of the Little League games. He cited cooperation of the county recreation officials and Old Dominion, the bank aiding through advance advertising and promotion.

Old Dominion's team hasn't shown the results that the broadcasts have—the team won only 5 of 22 games last season.

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."

Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.

Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

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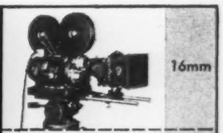

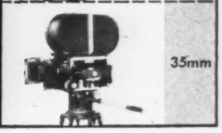

THE REWARD OF BEING LOCAL, LIVE, LIVELY

by John Osbon

WNBQ (TV) Chicago is one of NBC-TV's most profitable o&o stations. It also is perhaps the network's leading exponent of local live programming.

The connection between these two facts seems incontrovertible.

". . . Local live programming in the face of a trend toward more and more film has paid off handsomely in terms of audience, advertisers and community service," one high placed executive said. "We're really live at WNBQ," he continued. And the facts bear him out.

Just how "live" the station is can be seen from an analysis of the hours of weekly air time in network and local periods and in live offerings.

In a typical week the station carried 109:45 hours, of which 44:45 were local. Of this total, 36:45 hours were devoted to 101 local live shows—or one-third of all weekly air time. (The local programs per week: 124.)

On a typical Tuesday, there were nearly 20 local live features, of which 14 fell in the single-personality category. Of these 13 were wholly sponsored, five participating and one sustaining.

A comparison would properly be in order with figures reported in a recent B•T survey on the importance of film to stations, showing a breakdown on station time among network, film and local live programs. Interconnected network affiliates (like o&o WNBQ) reported 20.7% of air hours devoted to local live fare, covering roughly 16:31 hours in a typical week last December [B•T, Jan. 11].

WNBQ's general manager is Jules Herbuveaux, a pioneer in developing local talent and programming. Under his leadership and that of the late Vice President and General Manager Harry C. Kopf, WNBQ has been by far the leading Chicago originator of network programs. The station management believes in specialized shows for specialized audiences and favors late evening local shows.

WNBQ has been responsible, too, for the development of single-personality features and, has had a large part in developing the current craze for "how-to-do-it" programs on midwest tv screens.

In addition to winning sales promotion and programming awards in magazine-conducted contests, the Chicago NBC-TV outlet has done well in local revenue, ratings and audience acceptance.

In 1953, for example, WNBQ's local and national spot sales the last six months showed an increase of 21% over the first half. About 63% of its local advertising income comes from sale of program time and 22% of its national spot revenue from local program periods.

As an NBC anchor outlet, WNBQ scarcely could have any quarrel with film *per se*, what with the network's film division an integral part of overall operations. Perhaps it is just that film is devoid of any local or specialized appeal and WNBQ has carefully built its reputation as a community station, according to Mr. Herbuveaux. He added:

"Our first responsibility is to our audience. If we have an audience, then we'll have sponsors. We live by service to our audience."

Beyond that, Mr. Herbuveaux might well have been echoing the words of the late Mr. Kopf: "There is one important question we keep in mind in the planning and production of any local live show. . . . Is it good enough for the network? Several of our local shows have gone on to outstanding success on the NBC-TV network, and we like to think that all of them could."

Basically, the story of WNBQ's acceptance by televiewers and advertisers alike is the development of local shows beamed to both specialized and general audiences, using local personalities. For example:

It may cost more money to produce live programs, but WNBQ feels it can deliver clients a receptive quality audience at a cost-per-thousand equal to or better than any in the Midwest market. WNBQ is pleased, but not smug, with its ability to provide small local advertisers with an opportunity to use tv profitably at low cost, particularly on its five- and ten-minute blocks and in live breaks.

Live Policy Pays Off

Management always has been reluctant to divulge costs or revenue figures, but it claims WNBQ has the SRO sign out for most programs and consistently has turned down a considerable chunk of business in its 5½ years of operation for one reason or another.

What is known is that it costs less to program the five- and ten-minute stanza through a half-hour than a film feature—and naturally there are more advertisers to foot the bill. (The best example: WNBQ's six five-minute strips from 6 to 6:30 p.m., with weather, sports, news and other features. Of course, costs of that period would be higher than programming a film feature if more talent were involved.)

If any station can be said to have been primarily responsible for the development of what has come to be known as the "Chicago school of television" or "Chicago style" tv, it is WNBQ. These terms were coined when NBC-TV began picking up such WNBQ shows as *Garroway at Large, Kukla, Fran & Ollie, Zoo Parade* and *Ding Dong School.*

To describe a show as of the "Chicago school" was to identify it as varying from the stereotypes of contemporary production. Among critics, "Chicago school" was generally used as a term of praise. Station executives take quiet amusement in the knowledge that although "Chicago school" shows were artistic and imaginative, the real factor in their creation was economy.

Mr. Herbuveaux, who brought these programs to their ultimate stage of development, describes it as a "myth born of expediency"—meaning lack of money, facilities and big names in Chicago. Thus tv, at WNBQ, came

Accent is on local live programming at WNBQ (TV). Typical is *Close-Up*, featuring Howard Miller, June Valli and the Art Van Damme quintet.

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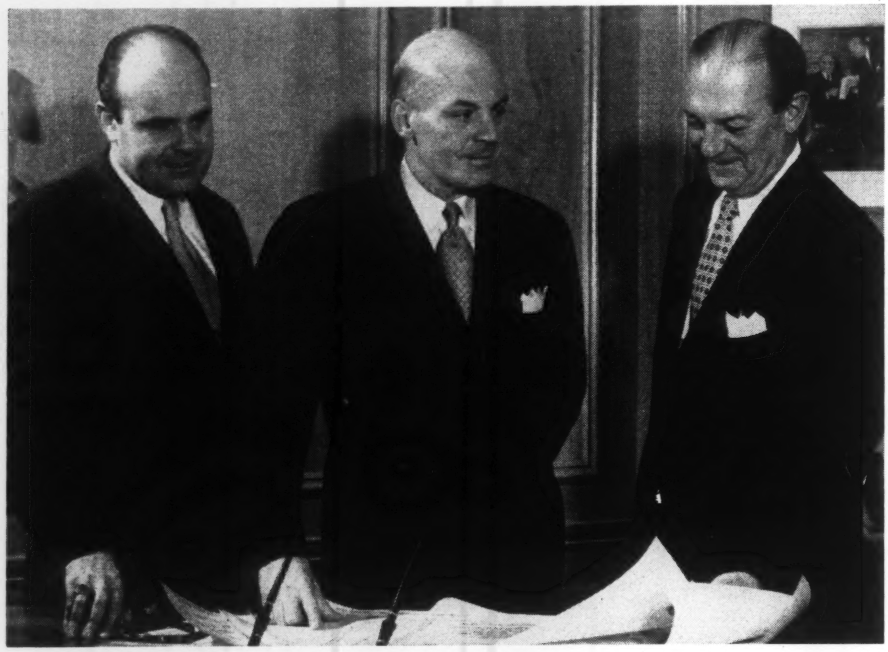
WCHW WHAW WOC-TV WGRY WKBR WFUL WGEM-TV WHOM WGYV WPLI WJHP-TV WINZ
WPEL WHBO WGVM WNOE WRAC WGNR WBUD KWOC WSLM WGBS WAZL WMIK WEOK WGTA CMQ
WARD-TV WMMB WGLS KAGH WHIZ-TV WHIL WRAY WLTR WLOK-TV WZOB WARA WBRY
KRGI WOBS WIRC WYVE CMBC WRIC WMGR WNNJ WJMC WDCS WRHI WKRT WBLT WEIM WAWZ
KNX WKOY WOLS WJMC-TV WJIV WAWZ CKCR-TV WICE WKID WWWR WVEC-TV WTVB
WOHO WPOR WARN KCOH WIRJ WTPR WHYN WABM WLEA WLMJ WIKE WKRT WHSY KLMX WCDL W
WKIK WMMB WGLS KAGH WRHC WCOC-TV WRAY WKBV WAMI KOLN-TV WKXY WDSM WTOB
WTAC-TV WIRJ WTPR NNT WEBK WTOB CMCU
OLN KDDD WCVA WJMA LYC WRAD WSVA KTS
WGEA WOOD-TV WSFL WMBL WIRY KIKI WWOC
PME WSPD WWHG WW TVB WKZO-TV WWHG
WPAW WNEB WKLY KCC KNOE WGRY WKBR WFU
RIS WPPA WNAV WDOK WNOE WRAC WGNR WBU
WIVK KBON KXLW WPAW WPRT WRIS WPPA WSV
PAG WKNX-TV WREB KOLN-TV WRIC WMGR
OZK WGSM WBRM WCC VOSC WABG WJIV KCIM
SMT WDOV WEPM WER WDOR WPAW WTAC-TV
WJMJ KPAN KJCK WEAT KCJB WGAF WSOK WTCW WKIK WMMB WGLS KAGH WRHC KUKI WHIL
K-TV WGYV WPLI WCLD WEEU-TV WOHP WPOR WARN WERC-TV WTPR WHYN WABM WHP
GBS KCJB-TV WEOK WGTA KBOP WPAG-TV KOLN KDDD WCVA WBRC-TV WATH KSOO
LTR WKLO WJAY WZOB WARA WBRY WPAC WMOU WGEA KXIT WFEC WSFL WELC WWBZ WKMH
DOS WRHI WKRT WJMC-TV WAWZ KMAK WTVB WBAY-TV WWHG WWWF KCIM KCSJ-TV
ICE WKID WWWR WFMD WOND KCIM KRVN WDOR WPAW WNEB WKLY KNEX WKVA WOKO KCRE
M-TV WIKE WKRT WHSY WTAP-TV WILK KNBR WRIS KTSM-TV WDOK WPBB WTVB KHO
AMI WCOC-TV WKXY WDSM WTOB WJIM-TV WIVK KBON KXLW WATR-TV KLWN WOAP
KMUS WLSI WNNT WEBK WTOB CMCU WFMO KLAS WPAG WJBS WJCD WREB KBTA WIOD KWWL W
TRY WGIG WLYC WMTV-TV WPAZ WLON WHBS WTAP-TV WBRM WCOJ WGET WQAM WKSR
WCRB WIDE WMBL WIRY KIKI WWOC WKMH WRAP WSMT WDOV WEPM WERC WKNA-TV WINZ
R-TV KBON KXLW WPAW WMRC-TV WOAP WCAM WJMJ WCOS-TV WEAT KCJB WGAF WMBR
WHAW KCCC-TV WGRY WKBR WFUL KVEC-TV WHOM WGYV WPLI KRDO-TV WINZ WOHP
WHBO WGVM WNOE WRAC WGNR WBUD KWBR WSLM WGBS WAZL WMIK WEOK WGTA KBOP WNDB
KDDD WCVA WJMA WCOV-TV KSOO WDBF WCAR WKNA-TV WJAY WZOB WARA WBAY-TV
OBS WIRC WYVE CMBC WRIC WMGR WNNJ WJMC WDCS WRHI WKRT WBLT WEIM WAWZ KMAK
R-TV WOLS WOSC WABG WVEC-TV WATH WLOK WICE WKNY-TV WFMD WOND WELC WSV
WMOU WDAK-TV WFEC WSFL WELC WKNB-TV KBBA WIKE WKRT WHSY KCSJ-TV WILK KNB

to mean the medium of the small set and the single entity.

"We like local personalities—students of affairs, you might say. When we want a carpenter, we don't hire Eddie Cantor, we get a carpenter—or at least a man who is familiar with the subject. We wanted a zoo show so we took our cameras out to the zoo."

In utter defiance of the theory expounded by comedian Fred Allen that television is called the "medium" because "nothing is well done," WNBQ has sought to prove tv can be done well, *sans* chorus lines, stock gags, high-priced talent and old movies.

The station that produced shows for its parent NBC has left its imprint on local programming with specialized audience type fare. Among the top personalities and their wares: Clint Youle (weather), Dorsey Connors* (gadgetry), John Ott (gardens), Walt Durbahn (workshops), Johnny Coons (comics), Francois Pope (cooking).



WNBQ's local live programming policy paid off handsomely under the guiding hand of the late Harry C. Kopf, vice president and general manager. In one of the last pictures taken before his death, Mr. Kopf (center) is shown discussing programming with George Heinemann, program manager (l), and Jules Herbuveaux, now WNBQ general manager.

WNBQ has built much short strip fare around Mr. Youle, Miss Connors and newscaster Jack Angell, who appear in both the 6-6:30 and 10-10:30 p.m. segments. Explains Mr. Herbuveaux: "It's a changing audience with considerable turnover." (Others in the 6-6:30 p.m. stretch: sportscaster Joe Wilson, columnist Tony Weitzel and newscaster Alex Dreier. Typical rating: 5.9).

It is on the post 11 p.m. bracket, when many viewers have gone to bed or watch old films, that the NBC Chicago outlet has really set its target with local live fare. WNBQ current is "live" at this period four times weekly and is considering a fifth program to round out a sports block. (Bowling on Tuesday, harness racing on Thursday; Mr. Weitzel appears Mondays with *Chicago Crossroads,* and disc jockey Howard Miller Fridays with a variety show.) The fifth show under consideration is golf.

The bowling series (which drew a healthy 13.5 recently, according to ARB, and which drew 51% of its viewers from the male audience, 45% from women), seems to have a ready-made audience of 550,000-600,000 league bowlers in the Chicago area.

This is an example of the "specialized audience" format. Tying in is a type of "personalized selling" with live station breaks. (Also used on Johnny Coons' *Noontime Comics,* Frances Horwich's *Ding Dong School,* Francois Pope's *Creative Cookery,* Howard Miller's show, others.)

WNBQ's ratings also have commanded healthy respect from its competitors. Mr. Miller's late evening show (11 p.m.-1 a.m.) garnered a 12 rating (according to ARB) recently, which station executives feel is "an unheard of audience at that time of night." On one occasion, three spots brought in more inquiries than any single promotion effort.

Examples of sellouts and waiting lists among sponsors are not uncommon at WNBQ as shown in the cases of Len O'Connor's morning news show, *Bob & Kay* (Bob Murphy and Kay Westfall), and Herbie Mintz' *But Not Forgotten,* which precedes the 11 p.m. strip. (Mr. Mintz is in his sixth year and Walter Durbahn, proprietor of *Walt's Workshop,* holds the record for the oldest continuously sponsored local tv show on WNBQ, with Hine Lumber Co.).

Sometimes, paradoxically, local WNBQ personalities go on to success in film series. Two examples are Mr. Durbahn, whose program now is being distributed by Reid Ray Film Industries, and John Ott's *How Does Your Garden Grow?* which Mr. Ott produces himself for film distribution.

Practically all WNBQ's "fix it yourself" shows are sponsored. But even *Jet Pilot,* a program for children aviation enthusiasts, and *City Desk,* a sort of metropolitan *Meet the Press* (with NBC Chicago News Chief Bill Ray as moderator), manage to hang on, simply because WNBQ "won't settle for film." Sometimes even a very popular program may go off, however, like Win Stracke's *Animal Playtime,* which when dropped brought a flood of protests. (It was dropped because of a station program shuffle created by inauguration of *Home.*)

The NBC Chicago outlet claims top ratings in more quarter-hours than any other local station, as well as the heaviest average rating on the basis of ARB figures for December 1953.

Clint Youle, who not only talks about the weather but does something about it*, compiled a vigorous 28.3 this past January, according to ARB—perhaps the highest for any multi-evening show in the Chicago area and possibly the highest for any weather program of its kind in the country.

Last December Mr. Youle came up with a 27.6 (for a cost-per-thousand of $1.08), which, taken with the five-minute Dorsey Connors strip, is about five time that of a neighboring live show. The pulling power of Clint Youle, who belongs to the American Meteorological Society, is no respected ratings-wise that at one time a sponsor of a film program on a competing outlet asked that his opening commercial be abandoned in the 10-10:10 p.m. slot. (One station started airing weather reports in that segment.)

Sponsors Stick Around

Most of WNBQ's local live features, the majority of them utilizing single personalities, have enjoyed good sponsor longevity. These include . . . *But Not Forgotten* (Mon.-Fri., 10:45 p.m.), by Starck Piano Co., from Feb. 12, 1952; Dorsey Connors (Sun.-Fri., 10:10 p.m.), Fannie May Candy, from Jan. 19, 1951, and by First Federal Savings, from the same date; Mr. Youle's *Weatherman* (Sun.-Fri. 10-10:10 p.m.) by Armour from Aug. 27, 1952.

What do sponsors think about WNBQ's local live programming setup?

Community Fund of Chicago Inc.—Welfare Council of Metropolitan Chicago—reported to Wright-Campbell Agency on its Christmas Clearing House Project which used the Howard Miller show: "The show brought in more inquires than any single type of promotion used—and some of the most generous donors of the year," according to Helen Robbins Bitterman, its radio-tv director.

In April 1953, when Fannie May Candies completed its first year of sponsoring Miss Connors, the firm reported her show "to have been the most effective advertising we have used . . . Miss Connors must have a large and loyal following.'

(Her program is devoted to showing housewives and other interested viewers how to get practical use out of hangers, milk cartons, and other items.)

Miss Connors also was credited with stim-

(Continued on page 114)

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*Daughter of Illinois State Sen. William Connors, author of a bill to include tv broadcasting with radio under state libel laws. It passed the Illinois legislature at Springfield last year.

*He invented his own weather device, for which he has obtained a U. S. patent and which is being sold to the public.

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Buffalo's No. 1 radio station, WBEN, proudly joins the nation's No. 1 radio network, CBS, to serve and sell New York State's second largest market.

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am • fm

MAP

Designed especially for productive sales planning, this 22½″ x 35″ map shows every am and fm station in the United States, possessions and Canada by city, county, state, territory and province. Time zones are marked; congested markets enlarged.

You'll use this outline map throughout the year for presentations . . . visualizing markets . . . charting sales territories, costs and volume. It's printed on 80 lb. durable white stock and takes ink or color like your letterhead.

Single copies, suitable for framing, $1.00.

Quantity prices:

5 copies	$ 4.50
10 "	8.50
25 "	20.00
50 "	37.50
100 "	70.00

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1735 DeSales Street, N. W.
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Please send . . . . map(s) to the undersigned. I enclose $. . . . .

WHAT CLIENTS THINK OF RADIO

(Continued from page 100)

sponsored products and sales; follow-through on promotion and research.

- Can't read all the direct mail promotion put out by stations.
- More information on programs, market, station; better follow-up on representatives; don't forget an account after it's on the air.
- Have a conscience and deliver the best programs possible; work out proof-of-performance plan.
- Keep dealers alerted; provide facts on rural audience; keep reports current; more follow-through on promotion and merchandising.
- Radio should be more of "an exclusive medium."

As to interest in syndicated programs as against local offerings, these comments were volunteered:

- More station, market data needed so account-agency won't have to make own surveys on the scene.
- More personal programming is needed for announcements.
- Information on station and programs always welcome, along with ratings, sets-in-use, adjacencies and reasons previous sponsor dropped the program.
- More information wanted on local programs.
- Need facts on how long program has been on the air, as well as history of previous sponsor.
- Package deals should be included on rate cards.
- Rating data needed.

A general request for comment on radio advertising brought a fund of ideas, many of them duplicating those advanced in the separate questions. Here is a summary of the individual comments:

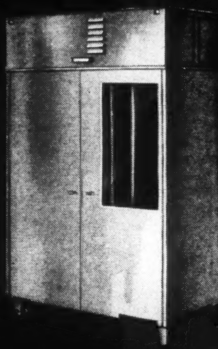
- Enthusiastic about radio (major agency account executive on top account).
- Radio offers "more settled values" than tv; need more data and promotion (major agency account executive).
- Radio and tv together a good buy; radio offers lowest cost-per-prospect; coincidental surveys are best; radio needs a single, unified and acceptable measuring service (pharmaceutical advertising manager).
- Tv gives more for the money in meeting product competition because radio's audience is dissipated; stations should use more care in billing, maintain schedules and avoid need of make-goods (major agency vice president and media director).
- Radio spot will expand; radio will become more important again, especially in daytime; leveling off of tv in favor of radio noted; not interested in network spot announcement plans (major agency account executive on top account).
- Program listing guide needed; no decision on network spot plan; need more accurate measuring information to combat network spot deals (major agency vice president and media director).
- Likes Crusade for Spot Radio (agency partner).
- Standard rate cards needed; likes coincidental surveys; wants uniform rating and measuring system; networks failing to sell; this agency radio-tv director listens more to radio than before, tv having increased his interest in radio; more market data needed; if radio had a greater frequency rate it might get all of an advertiser's budget.
- This agency, using 450 stations, has trouble getting billing invoices on time; feels radio is definitely on a return to normal balance as a "standard" advertising buy.
- "Radio is here to stay"; tv is getting more money than radio now because radio is an "allied" field, but printed media also are losing money to tv (major agency vice president and media director).
- Some stations are doing a good job selling radio to this radio-tv director of a major advertiser, but not the industry as a whole; interested in all types of station promotion; feels stations should suggest better ways of using their facilities, even suggesting copy changes suitable to local conditions; should check on local movement of advertised merchandise and know the company's salesmen in the area; proof-of-performance plan should be worked out; company will probably use network 3-D plan.
- Tv may get more dollars than it is entitled to because it is able to provide more exact data on audiences; radio stations' biggest problem is to give advertisers a sound idea of what he is getting for his money—families reached, dealer response, etc. (major agency vice president and media director).
- Appropriations split between radio-tv; heaviest on tv during introductory period then balances off with radio; recommendations of firm's division offices heeded (assistant advertising manager of major advertiser).

CHICKEN FEED

OFFER of a free chicken giveaway nearly turned into a "turkey" recently at Bridgeport Lumber & Supply Co., Bridgeport, Mich., until the firm bought some radio time in hope of moving its merchandise. The company, which handles Kasco Feeds, first placed an advertisement in a local paper stating that with each purchase of 25 pounds of Kasco Feed, 25 baby chicks would be given away. By 11:30 a.m. of the announced chicken giveaway day not one order had been placed.

The firm decided to give radio's pulling power a try. An order for six spot announcements was phoned to WKNX Saginaw. Spots were broadcast over a three-hour period starting at 12:30 p.m. the day the time was purchased. Five minutes after the first spot was aired the Bridgeport Lumber Co. telephone began to ring steadily. Store traffic was heavy all afternoon. By 3:30 p.m. the six spots on WKNX had sold over two tons of Kasco Feed on a cash and carry basis and 3,500 chicks had been presented along with the sales.

When bills were presented to the advertiser for newspaper space and radio time, respectively, charges for WKNX's announcements which had turned the feed sales into a red letter business day were less than a quarter of the amount the paper had charged.



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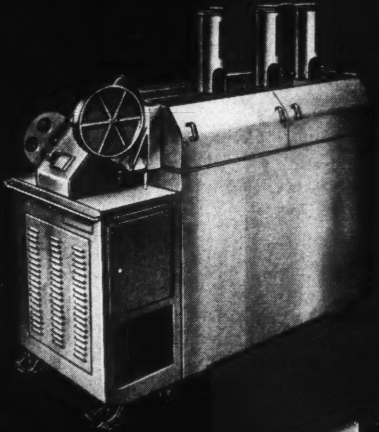

Whatever your requirements in motion picture or TV film processing equipment, Houston Fearless has the answer. 16mm, 35mm, 70mm . . . black and white or color . . . negative, positive, reversal or positive-negative color film . . . from 5 to 250 feet per minute . . . from the smallest, most compact unit to the largest installation, Houston Fearless builds the finest, most dependable, best engineered of all processing equipment. Houston Fearless is a major supplier to the Military and is known and respected throughout the world.

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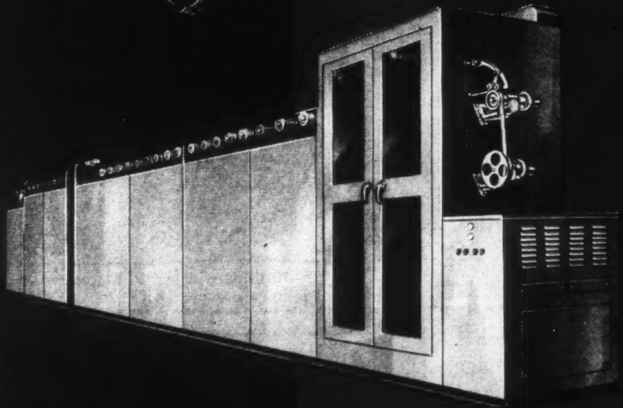

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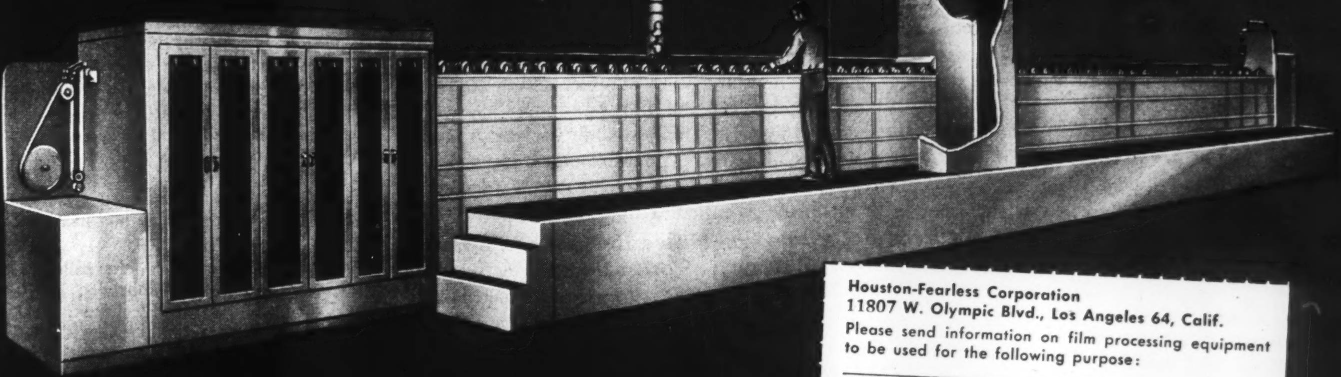

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(Continued from page 110)

tulating traffic in State Street department stores and demands for W. F. Meyer & Sons' Sit Down ironing table and folding basket. One sponsor (Home Containers Corp.) quit because Fresherators had become "established" through her program.

WNBQ's "do-it-yourself" programs have paid off in other ways. Two test participations on Mr. Ott's *How Does Your Garden Grow* brought Carson, Pirie & Scott department store "unusually good results for Oriental rugs. This advertising experience again proves a quality audience—able to buy items of high as well as lesser cost—follows Mr. Ott and his recommendations," according to John Keys, WNBQ advertising and sales promotion manager.

Sales Bull's Eyes

Herbie Mintz, who deals profusely in nostalgia and sentiment, also has scored some sales bull's eyes on his show. Atlas Mfg. Co. in 1951 ran two one-minute spots, advertising tools at $198.50 per set. Mr. Mintz, who caters to a specialized audience himself (the oldtimers with pianamics and chatter), aired the announcements live and pulled in more set sales than corresponding quarter-page ads in the *Chicago Tribune* and the *Daily News*—11 as against the newspapers' two, according to WNBQ.

In spring of 1951, the Chicago Motor Club Travel Bureau and other U. S. clubs offered European trips at a minimum road cost of $1,400 each. All clubs sold 24 tickets throughout the U. S. and 20 of them were sold by the Chicago group which advertised on Mr. Mintz' show.

Mr. Mintz is one of WNBQ's best live-show mail pullers, drawing in letters mostly from "people who are able to buy higher priced items."

How-To-Do-It Trend

In light of WNBQ's successful single-personality, live "how-to-do-it" policy, George Heinemann, WNBQ program manager, who is credited with conceiving *Ding Dong School, Noontime Comics* and other "sleepers," has a ready explanation for a not so readily solvable programming problem.

Says he:

". . . This policy brings variety and originality to the tv screen; it combats the trend towards film programming; it gives the station control over program content, and it brings national recognition to Chicago as a tv production center and showcases possible network originations. . . .

". . . Not always seeking the largest or most obvious, we've come up with new ideas and formats to appeal to different segments of the audience. This was our formula for past success, and it will be our formula for meeting the challenge on tv's future in Chicago."

He adds:

"We feel our continuing policy of developing local live programs tailored to fit the Chicago area audience is an effective method of answering some of the criticism directed at program fare."

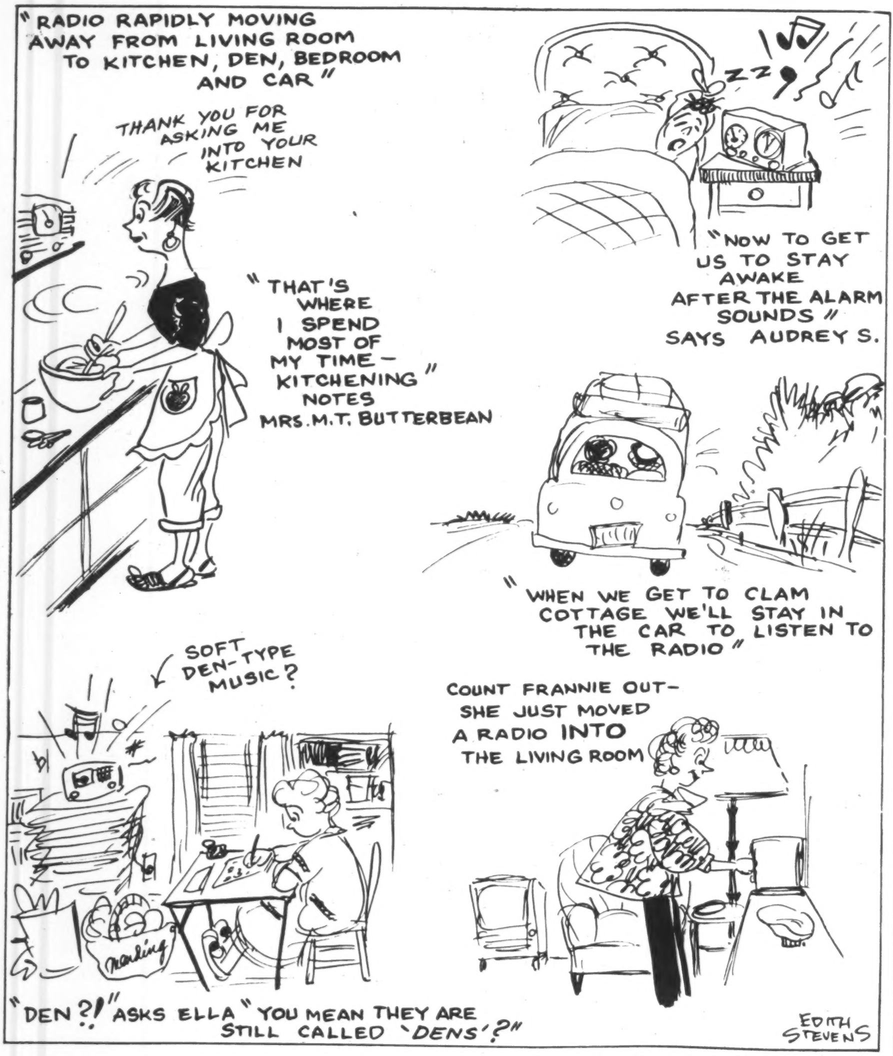
WNBQ is not resting on its laurels. It has plans for the development of other fresh, new local personalities. It also is planning for color tv and already some of its stars and programs have appeared on NBC-TV New York color originations (among them, Mr. Youle, *Zoo Parade, Ding Dong School*).

Sometime around June 10, the station will have a new antenna, 747 feet above street level, replacing the old 627-footer (from ground level). This probably will mean little to Chicago area viewers but it is calculated to spray WNBQ's signal still farther out in the so-called "fringe" area.

A little more than a fortnight ago, it imported Henry T. Sjogren from the network in New York as assistant general manager of WNBQ (and WMAQ) to strengthen the business side of Central Division operations in the wake of Mr. Herbuveaux's succession to Harry Kopf's post.

From all indications, WNBQ will be financially solvent and, above all, "live" for many years to come.

A Boston Newspaper Shows Radio's Spread Throughout the Home


"RADIO RAPIDLY MOVING AWAY FROM LIVING ROOM TO KITCHEN, DEN, BEDROOM AND CAR"
THANK YOU FOR ASKING ME INTO YOUR KITCHEN
"THAT'S WHERE I SPEND MOST OF MY TIME—KITCHENING" NOTES MRS. M.T. BUTTERBEAN
"NOW TO GET US TO STAY AWAKE AFTER THE ALARM SOUNDS" SAYS AUDREY S.
"WHEN WE GET TO CLAM COTTAGE WE'LL STAY IN THE CAR TO LISTEN TO THE RADIO"
SOFT DEN-TYPE MUSIC?
COUNT FRANNIE OUT—SHE JUST MOVED A RADIO INTO THE LIVING ROOM
mailing
"DEN?!" ASKS ELLA "YOU MEAN THEY ARE STILL CALLED 'DENS'?"
EDITH STEVENS

Reprinted from The Boston Post

More Evidence

ADDITIONAL proof that "radio is not dead" is furnished in a CBS Radio Spot Sales presentation which points out that the combined sale of home radio and automobile sets in 14 of the nation's largest markets in 1953 exceeded the sale of television sets by 164%.

The presentation, titled "Keeping Tabs On 14 Markets," claims that in the six-year period, 1947-53, the number of radio homes (as differentiated from set circulation) in these areas has increased by 63% in the six-year period.

The presentation covers the following CBS radio stations and markets: KCBS San Francisco, KMOX St. Louis, KNX Los Angeles, KSL Salt Lake City, WAPI Birmingham, WBBM Chicago, WBT Charlotte, WCAU Philadelphia, WCBS New York, WCCO Minneapolis-St. Paul, WEEI Boston, WMBR Jacksonville, WRVA Richmond and WTOP Washington.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
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WILLIAM T. FARICY
PRESIDENT

To Editors and Commentators:

Subject: RESEARCH THAT'S WORTH $100,000,000 A YEAR

A recent report of the research activities of the Association of American Railroads shows that just 55 research projects are producing savings in railroad operating costs of $100,000,000 annually. Since most of the projects were started in the 1940's, savings accumulated throughout their lifetime are estimated at approximately $1,000,000,000.

Savings such as these are the best evidence of the value of railroad research. Yet, significant as they are, they represent only a fragment of the railroad research picture. For the 55 projects studied did not include much A.A.R. research in other fields, nor was any account taken of economies effected by the research of individual railroads and of railroad equipment and supply manufacturers.

The combined efforts of so many have enormous effect. Research results show up in more efficient locomotives, in smoother-riding cars, in stronger track, in machines that perform maintenance work with dispatch and economy, and in ingenious traffic control devices that are helping speed trains past new milestones of safety and operating efficiency.

While research has been laying the foundation for improvements, the investment since World War II of more than $9,000,000,000 of railroad money has been building up the physical structure of modern railroading. Into this structure there have gone during this period almost 20,000 new diesel locomotive units, 550,000 new freight cars, scores of improved yards and terminals, 15,000 track-miles of centralized traffic control and other thousands of miles of strengthened and straightened track -- to mention just some of the many things it takes to run today's railroads at today's stepped-up pace.

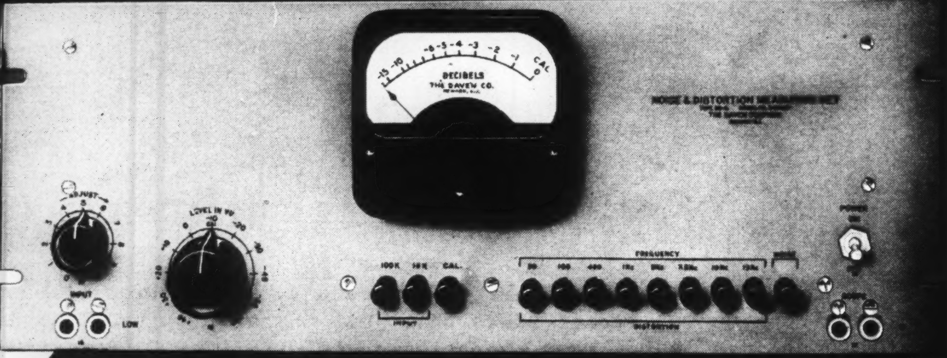
Under the guidance of alert, progressive management, investment has truly teamed up with research to produce ever-better railroads.

Sincerely yours,

William T. Faricy

It's that Simple...

...Automatic Push-Button Tuning



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Distortion and Noise Meter Type 35-A

The DAVEN Type 35-A, Distortion and Noise Meter, is a new, skillfully engineered instrument that provides a rapid, accurate means of measuring distortion, noise and hum level in audio frequency equipment.

Of particular importance is the fact that there is no balancing or laborious time consuming tuning required to make measurements. The user need only push a button and the unit is automatically balanced.

This is accomplished by the use of a series of 8 fixed band rejection filters covering the range 50 cycles to 15 K.c., followed by a stable, high quality, wide range (50 cycles to 45 K.c.), high gain amplifier. There are no tube circuits or other sources of inherent distortions, making it possible to measure low levels of distortion accurately over a wide level range.

SPECIFICATIONS

RESIDUAL DISTORTION: No tube circuits or non-linear devices between input of set and filter input.

DISTORTION MEASUREMENTS: Filters provided for 50, 100, 400, 1000 cycles, 5 Kc, 7.5 Kc, 10 Kc, and 15 Kc with cut off of −70 db. Distortion measurements to 0.1% full scale meter deflection with zero level input.

NOISE MEASUREMENTS: With zero db input, limit is −80 db. At +40 input, limit is −115 db below input.

AMPLIFIER FREQUENCY RANGE: 50 cycles to 45 Kc.

ACCURACY: Filters are down 70 db at fundamental frequencies, and within ±0.5 db of flat response at the second harmonic. Absolute accuracy of measurement can be depended upon to be within ±5%.

RESIDUAL NOISE LEVEL: Below −80 db at gain control full on. Multiple gain control employed so that residual noise drops to −90 db. when gain control is set at −30, −100 db when gain control is set at −20, etc.

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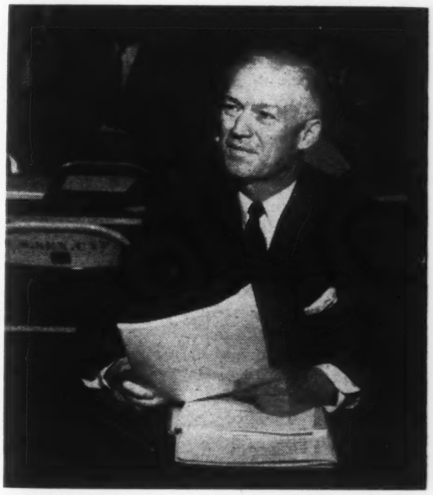
FREEZE OF NEW VHF'S ASKED BY UHF STATIONS

Potter committee told to act or uhf will die; DuMont wants four networks equalized with multiple limit increased to 11; FCC stands pat, but Hennock would freeze, cut vhf power and antenna heights and regulate networks. Potter indicates action will be taken, but probably not until after hearings are ended June 3-4.



FCC CHAIRMAN Rosel H. Hyde faces the Senate Communications Subcommittee at the outset of the hearing on uhf.

(For late Friday developments see page 7)

EMBATTLED uhf operators, who contended they were fighting for survival, asked the Senate Communications Subcommittee last week to declare a "prompt hiatus" in new vhf licensing, to provide time during which to find a solution.

They importuned the Committee to instruct the FCC to hold everything while Congress considered the problem. There was no agreement on any single plan. These ranged from a proposal by Comr. Frieda B. Hennock that everything be frozen with all vhf's cut down in power and coverage and with intermixture of vhfs and uhfs eliminated, to a plan by DuMont that the four networks be "equalized" in the first 100 markets as to numbers of uhfs and vhfs, and with multiple ownership under a uhf "incentive plan" be increased from 5 to 11 stations.

The Committee, following three days of rapid-fire testimony, had not determined finally its course of action last Friday. But proposals to declare an immediate "hiatus" were taken under advisement, with the likelihood that no action would come until after testimony is concluded early next month, following the NARTB convention. Tentative dates for final sessions are June 3-4.

Opposition Growing

But the list of witnesses is likely to be increased by then. Many vhf licensees, and those on the air but who simply hold construction permits, were up in arms over the tenor of the proposals, notably those of Comr. Hennock. There was talk of forming a "Vhf Protective Committee." And there was strong likelihood that NARTB, which had abstained from filing an appearance, would present testimony, upon insistence of its vhf members.

What the uhf pleaders want more than anything else now is a "sense of the Senate" resolution wherein the FCC would be told not to license additional vhf's anywhere, including those in hearing, until the whole problem is re-evaluated. And for the most part, they want the FCC to reallocate by eliminating intermixture.

The hearings brought out several hundred broadcasters, attorneys, engineers and FCC members and staff.

The hearing started Wednesday morning with Sen. Charles E. Potter (R-Mich.) in the chair for the Senate Communications Subcommittee. Other Senators in attendance were Eva Bowring (R-Neb.); Andrew F. Schoeppel (R-Kan.); Lester C. Hunt (D-Wyo.); John O. Pastore (D-R. I.). Sen. Edwin C. Johnson (D-Colo.), who is not a member of the subcommittee, sat in on sessions briefly.

First witness was FCC Chairman Rosel H. Hyde, followed by Comr. Hennock. The hearing was held morning and afternoon, recessing Friday.

Highlights of the hearing were:

- FCC says it explored the idea of moving all tv to uhf early in its reallocation proceeding but found it unwise. The agency indicates it is not receptive to squeezing additional vhf channels from adjacent bands assigned other services.
- The Commission defends its intermixture of uhf and vhf channels in the same markets, and summarizes its moves to encourage uhf, noting the problem in uhf is for "short-range" rather than "long-range" help.
- Networks are not the only source for programs, FCC says, seeing hope for uhf in film and tape.
- Chairman Hyde submits the Commission's second study of post-thaw uhf and vhf station progress, plus the 1953 revenue report for the tv industry showing substantial gains over 1952.
- The whole answer to uhf cannot be given by confining color to that band, Commission says.
- Set circulation and uhf conversion are fundamental to the current situation, according to FCC.
- An immediate freeze on vhf is suggested by Comr. Hennock, who also asks for a cutback in power and antenna height of vhf stations to equal uhf.
- Elimination of intermixture in same markets, exploration of reallocation and a freeze on further grants or extended coverage are points asked by the Uhf Industry Coordinating Committee.
- Plea for repeal of the 10% excise tax on vhf-uhf receivers is made by RETMA.
- Only networks can give uhf the programs it needs; bolster the two trailing networks and there will be four strong networks, thus giving uhf the boost it needs—DuMont.

SEN. CHARLES E. POTTER (R-Mich.), chairman, Senate Communications Subcommittee, starts the Wednesday hearing on uhf. L to r: Sens. Eva Bowring (R-Neb.); Andrew F. Schoeppel (R-Kan.); Potter; Edwin C. Johnson (D-Colo.)

- Manufacturers are keeping the uhf production lines rolling, new developments for uhf are being announced continuously and electronics know-how eventually will bring uhf on a par with vhf in service performed, uhf equipment makers contend.

Present plans are for the subcommittee to hear, beginning June 3, spokesmen for ABC-TV, NBC-TV, DuMont and CBS-TV, as well as Storer Broadcasting Corp., plus a number of uhf operators.

Wednesday Morning:

At the outset of the hearing Wednesday morning, Subcommittee Chairman Potter explained he had written all tv dropouts, asking the reason for their actions. He said a "substantial number" submitted replies. These were made part of the record.

Early in Chairman Hyde's testimony for FCC, Sen. Potter asked if the Commission ever considered moving all television to uhf. Comr. Hyde replied it had explored this idea during the 1948-52 reallocation proceeding but on the basis of the evidence considered this unwise because of the billions of dollars of public investment in vhf sets, the state of the art in uhf at that time and the investment of vhf pioneers. He recalled the 1945 general spectrum allocation envisaged uhf as the eventual home of a national competitive tv system.

The subcommittee chairman questioned if additional vhf channels could be made to fit in the present spectrum breaks in the vhf band. Chairman Hyde, assisted by Curtis B. Plummer, chief of the Commission Broadcast Bureau, produced charts showing the spectrum and the various aviation, police, safety and other special nonbroadcast services using the breaks.

Comr. Hyde explained any effort to get new vhf channels here would cause major and expensive disruptions to essential services and would not produce enough extra vhf channels to meet the needs of a national system.

As for extra channels in the present fm band, 88-108 mc, Chairman Hyde defended the service of existing fm stations and suggested the impact on their audiences would be "a real consideration." He also cited the rule-making proposal to provide for many additional uses of fm on a multiplex basis which is pending before the Commission.

Sen. Pastore repeatedly pressed Chairman Hyde on the variations in the number of channel assignments among major cities, several times asking "why New York should get seven channels and Providence only one?" He suggested that if some of the New York stations are losing money, "why don't you condemn them and redistribute the channels?"

Chairman Hyde explained the allocation table provides a total of four channels for Providence, although for a long period only one vhf has been on the air there. He reviewed allocation principles and said FCC decided in the reallocation that the public interest required they not disrupt pioneer operations.

The crowded northeast makes vhf channel distribution hard, he said, hence the necessity of uhf to bring about national television on a competitive basis.

Intermixture Views

In further defense of intermixture of vhf and uhf channels in the same market, Chairman Hyde said, "Technically it is the most efficient way of allocating the scarce and precious television frequency space to maximize the number of assignments."

Chairman Hyde related that 68% of the uhf stations now on the air do not operate in the same community with a local vhf station and another 26% have only one local vhf station, but "intermixture on an area basis—that is, vhf signals coming in from outside communities—is very general."

As a result, he said, there is wide distribution of vhf-only sets which cannot receive uhf and "this I believe is the most critical disability facing the uhf."

Further, he explained, the uhf station often finds itself faced with duplicating programs already available to the area from an outside vhf station. Thus, he said, advertisers avoid uhf to prevent duplication of coverage and prefer vhf over uhf because the vhf coverage area is greater and reaches more people.

FCC COMR. Frieda B. Hennock (l) talks to Republican Sens. Eva Bowring (Neb.) and Andrew F. Schoeppel (Kan.) just before the uhf hearing begins. Map in background shows the status of television stations in the nation.

"There is no one magic solution to the problem," Chairman Hyde told the Senators, reviewing proposals made by FCC and others to help solve it.

He cited the Commission's proposal to boost the power floor of uhf stations to 5 kw in order to extend their coverage, the plan to further amend the multiple ownership rules to allow a single entity to own two uhf stations in addition to a limit of five vhf outlets and the proposal to reduce a network affiliate's "exclusive" territory from its coverage area to the principal city in which it is located.

On the multiple ownership issue, Comr. Hyde said FCC felt the extra uhf holdings proposed to be allowed "would encourage large organizations with program production, know how and resources to enter the uhf field in the ownership and operation of stations." This could put network programming into uhf on a regular basis, he indicated, and in turn spur set conversion.

Chairman Hyde announced that on Tuesday FCC submitted comments on Sen. Johnson's bill (S 3095) to amend the Communications Act to provide for uhf holdings inversely proportionate to the number of vhf holdings, up to 10 uhf outlets with no vhf stations. FCC said the plan, while good in motive, is too long-range and drastic a measure to solve uhf's "short-term" predicament and the suggested limit of 10 uhf stations is excessive from a concentration of control standpoint.

Comr. Hyde declined to comment on the Bricker bill (S 3456) to give FCC authority to regulate the networks in order to force availability of shows for uhf outlets [B•T, May 17]. He said FCC must give careful study to the bill first.

Sen. Schoeppel expressed concern over the concentration of program origination sources. He agreed that the pioneer is entitled to his reward, "but somewhere you have to draw the line."

Chairman Hyde said in the long range FCC does not consider networks as the only source of programs for tv, citing the experience of am stations and the progress of independent operation. In tv's future he foresees wide use of film and tape.

'Temporary' Cure

FCC would not want to alter its basic allocation plan or suggest extensive legislative remedies to the committee to cure "only a temporary" problem, Chairman Hyde explained.

FCC's second study of the progress of post-thaw uhf and vhf stations was introduced by the FCC Chairman, who also disclosed revenue figures for 1953 (separate story page 128). Both revenue and income before taxes showed substantial gains over 1952.

Asked by Sens. Potter and Schoeppel why FCC hasn't granted satellites and boosters to help uhf fill in remote areas and shadows, Chairman Hyde explained petitions for such service are being considered, but booster operation was not included initially because the principal job has been first to implement the main allocation, then to fill in the chinks.

Sen. Schoeppel inquired if color could not be confined to uhf. Chairman Hyde replied, "Color would help, but it isn't the whole answer." He cited non-uhf areas which would be deprived of color. Comr. Hyde felt color generally could help uhf if set makers include uhf provisions in their sets.

"The problem of building uhf set ownership," monochrome or color, "is of major significance in the present situation of uhf stations," Chairman Hyde indicated. The problem would not be one of "indefinite duration," however, he said, if manufacturers were to make only all-channel tuners. But FCC authority in this area "is virtually nonexistent," he explained.

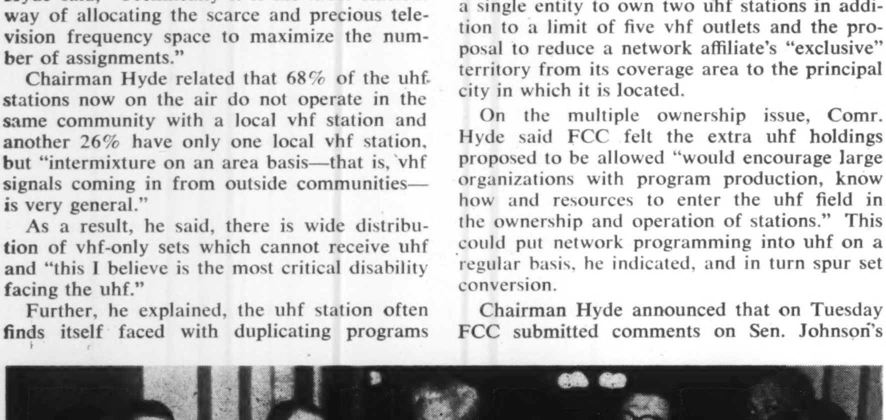
Chairman Hyde also cited petitions by uhf stations for authorization of subscription television and introduced the Commission's comments on the Hinshaw bill (HR 6431) to make pay-see systems common carriers. FCC would consider them "broadcasting" if they served the public interest [B•T, May 17].

Wednesday Afternoon:

Comr. Hennock led off the Wednesday afternoon session with a "television is at the crossroads" attack on FCC's intermixture policy.

"The success of the nationwide competitive television system is completely and inextricably bound to the fate of uhf," she contended, commenting that "with the benefit of hindsight, I am now convinced that the approval of intermixture was a basic mistake. It has enabled vhf to smother uhf."

Comr. Hennock said, "I take my due share of the blame for creating this problem. But that is not enough. Something must be done



UHF Industry Coordinating Committee members group together in the Capitol corridor in the Senate wing outside of the hearing room where the uhf question was studied last week. L to r: front row, Leon Green, KNUZ-TV Houston; Benedict P. Cottone, general counsel; Fred Weber, WFPG-TV Atlantic City; Sherwin Grossman, WBUF-TV Buffalo; J. Elfred Beck, KCEB (TV) Tulsa; back row, John Eudaloy, WTAO-TV Cambridge, Mass.; Mel Goldberg, consultant; Harold H. Thoms, WISE-TV Asheville, committee chairman; Gary L. Cohen, WBUF-TV; Frank Lyman, WTAO-TV.

FIRST with the FINEST

he new Film Division of General Teleradio has acquired the franchise *everybody* was after—0 recent, major-studio feature films, never before seen on TV anywhere. First-run rights to hese $45,000,000 productions are now available to the one station in each market that wants o be "First with the Finest!" For rate scaled to *your* market, see General Teleradio today.

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ORCE OF EVIL
OUR FACES WEST
OLLOW TRIUMPH
ET'S LIVE A LITTLE
ETTER FROM AN UNKNOWN WOMAN
OST MOMENT
ULU BELLE
MACBETH
MAGIC TOWN
MAGNIFICENT DOLL
MIRACLE OF THE BELLS
MR. PEABODY AND THE MERMAID
NO MINOR VICES
NORTHWEST STAMPEDE
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RUTHLESS
SECRET BEYOND THE DOOR
SENATOR WAS INDISCREET
SO THIS IS NEW YORK

all these stars . . .

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Dana Andrews
David Niven
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George Sanders
Ginger Rogers
Hedy Lamarr
Ingrid Bergman
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Jane Wyman
Joan Bennett
Joan Fontaine
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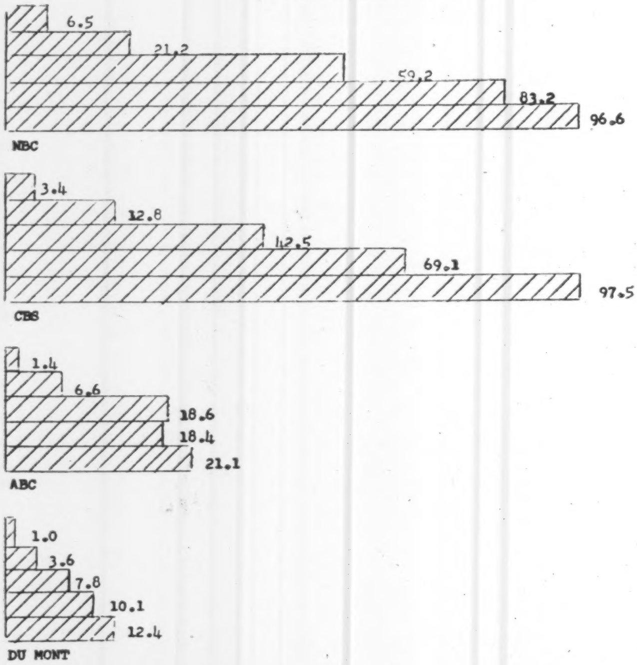
DUMONT EXHIBIT H

Network Billings 1949-53

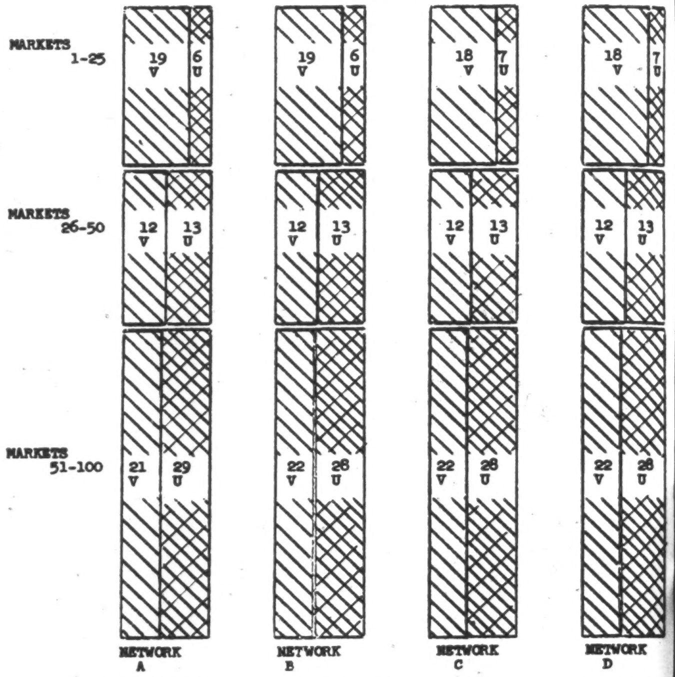
(in millions of dollars)



DUMONT EXHIBIT J

Network Affiliation Under Plan A

(for top 100 markets)



now in order to enable uhf to survive."

Her recommendations:

(1) Impose an immediate freeze on all grants of new permits for vhf stations and new allocations of vhf channels.

(2) Cut back the power and antenna height of vhf stations to approximate uhf coverage.

(3) Require vhf transmitters to be located "in close proximity to the principal community to be served and the station's service confined to the area which would not overlap the coverage of uhf stations in other communities."

(4) Urge adoption of Sen. Johnson's bill to remove the 10% excise tax from uhf equipped receivers.

(5) Favor general objectives of Sen. Bricker's network regulation bill.

Freeze Important

Comr. Hennock said her first recommendation is the most important. She explained uhf is threatened by unexpected new vhf grants in major markets caused by the practice of "drop outs" of competitive applications. Purpose is to effect mergers or overnight grants to surviving vhf applicants. Similarly, surprise "drop ins" of new vhf channels in uhf markets hurt uhf survival chances, she held.

Ex.-Sen. Scott W. Lucas (D-Ill.), partner in the Washington law firm of Lucas & Thomas, representing the 70 uhf stations of the Uhf Industry Coordinating Committee, told the subcommittee "that unless affirmative relief comes soon, the great majority of uhf stations are doomed to die."

He contended the uhf broadcasters, "leaders in the economic and social life of their respective communities," spent large sums of money in "good faith" to serve the public and make a "reasonable profit." Their venture was "based upon the Commission's own principles of assignment of television channels."

"But," Mr. Lucas contended, "the principles . . . have been altered and modified. The rules have been changed in the middle of the game, and our clients are caught in the squeeze."

Harold H. Thoms, owner of ch. 62 WISE-TV Asheville and part owner of ch. 57 WCOG-TV Greensboro, N. C., identified witnesses who would appear for the Coordinating Committee. He said WISE-TV has been fortunate to be the only local tv outlet, carrying all four networks, but still runs into problems with set conversions.

He said there is outside vhf coverage to contend with, but by about September a new local vhf outlet is expected to be on the air (WLOS-TV, ch. 13) at Asheville.

Fred Weber, whose ch. 46 WFPG-TV Atlantic City suspended operation Monday after 18 months because of competition from Philadelphia vhf signals, presented a detailed background survey of how the uhf problem came about.

He previewed the Coordinating Committee's general conclusions that (1) intermixture of vhf and uhf channels in the same market must be eliminated, (2) administrative proceedings be instituted to explore reallocation of channels "in such a manner that 'equality of competitive opportunity' is more readily achievable" and (3) that further grants of new stations or extended coverage should be suspended immediately. Purpose of the suspension is to avoid rendering "academic" the problem of uhf survival.

Ben K. McKinnon, general manager of ch. 23 WGVL (TV) Greenville, S. C., and charter member of the Coordinating Committee, held that despite "the worthy principles" adopted by FCC in its final allocation of the Sixth Report, "the Commission has not followed through in actual practice with its basic proposition that grants will be made to individual communities and that there will be no regional stations."

He related in detail WGVL's experience in fighting the move of the transmitter site of ch. 7 WSPA-TV Spartanburg from Hogback Mt. to Paris Mt., the latter closer to Greenville. FCC's 3-to-2 consent to this move is a precedent "most injurious" to uhf, he alleged. Denial of WGVL's plea to be heard on what amounts to an allocation change is illegal, he charged.

Glen McDaniel, president of Radio-Electronics-Television Mfrs. Assn., recommended repeal of the 10% excise tax on vhf-uhf television sets. He estimated this would eliminate the cost differential in making sets with uhf tuning, especially in the case of medium and higher priced units.

The RETMA executive said Sen. Johnson's proposal to eliminate the 10% excise tax on uhf sets "offers a golden opportunity to accomplish several things at once." These are, he said:

(1) Encourage the manufacture and sale of sets capable of receiving uhf; (2) encourage incorporation of uhf equipment in all color sets "so that as we emerge into the new era of color television, uhf will be stimulated by the added attraction of color;" and (3) encourage color television itself by permitting removal of the tax from all color sets that tune to the uhf band.

Mr. McDaniel evidenced pleasure at Sen. Potter's expression of support for Sen. Johnson's proposal on the excise tax.

Recalling the manufacturing industry's long interest in uhf, Mr. McDaniel said the set makers "have made and sold as many vhf-uhf receivers as the public will buy. The statistics indicate that for a while we made substantially more vhf-uhf sets than we were able to sell, and the manufacturers were forced to reduce their optimistic uhf production schedules."

He said "the present situation in a nutshell is that during the first four months of 1954 our factory inventories were 32% vhf-uhf sets but only 22% of our sales were vhf-uhf sets." At the end of April, the uhf inventory fell to 32% and probably "will continue to seek a balance with sales," he related.

Thursday Morning:

Theme of testimony by Dr. Allen B. DuMont, president of the Allen B. DuMont Labs, taking the stand Thursday morning, was:

Uhf stations need programs and the only way they are going to get them is through networks.

Therefore, the best way to help uhf is to strengthen the two trailing networks so there will be four equal networks.

Dr. DuMont offered three possible plans designed to equalize the position of the four

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national television networks.

Under Plan A, each of the networks would be required to make certain uhf stations primary affiliates, through the process of going down the list of the top 100 markets and permitting each network to choose its affiliate in order. This would mean, Dr. DuMont said, that half of the uhf affiliates in the top 100 markets would be linked to one of the two major networks.

Plan B would work under a formula designed to ensure that each network would receive, on demand, at least 25% of each time classification of a station in individual markets. It would mean, Dr. DuMont pointed out, that where a dominant network's time was preempted from its vhf affiliate, that network would most likely turn to a uhf station to carry its dispossessed programs.

Plan Is Similar

This plan is somewhat similar to a pre-freeze FCC proposal which would have barred stations in single, dual or three-station markets from taking any more than a certain percentage of network programs from one network. It was suggested as one method of overcoming the paucity of intercity interconnections existing at that time. However, in conjunction with AT&T, the tv networks established an allocations system which has eliminated the need for this requirement.

Both of these plans might require legislation, Dr. DuMont said, as well as revision of FCC regulations.

In Plan C, termed an incentive plan by Dr. DuMont, the FCC's multiple ownership regulations would be amended to permit a network to own an additional tv station, over the present limit of five, for each group of seven uhf stations with which it affiliates. However, no more than 11 stations would be allowed to any one network. This would result in primary affiliations for 168 uhf stations, Dr. DuMont said.

The plan, as described by Dr DuMont, provided certain limitations:

(1) Only one of each group of seven uhf stations shall be in one of the top 25 markets; (2) only two of each group of seven uhf stations shall be in the top 50 markets; (3) only four of each group of seven uhf stations shall be in the top 100 markets.

Premise of Dr. DuMont's Plan C proposal was that networks do not make large profits from network operations, but from o&o stations. Thus, networks would find it economically profitable to affiliate with uhf stations in order to own additional stations.

It was regarding this proposal that Sen. Pastore quipped: "Seems to me that's creating a monopoly in order to break up a monopoly."

Dr. DuMont was joined in his testimony by Dr. T. T. Goldsmith, DuMont research vice president, and Ted Bergmann, DuMont Television Network director.

Success of uhf will determine whether the U. S. will have more than two television networks, Dr. DuMont said. Otherwise, he said, monopoly will ensue, for tv broadcasting, and for product advertising.

Evils of intermixture, Dr. DuMont pointed out, were foreseen by DuMont in 1949 when it proferred two proposed allocations to the FCC, both of which avoided or minimized intermixture.

FCC on DuMont

FCC CHAIRMAN HYDE, asked about the DuMont plans, said he would want to study the details before he gave an opinion on them. Up to now, he said, FCC's policy has been to shy away from program regulation.

Comr. Hennock said she believed the Commission could use its licensing authority, which applies to stations only, to make any changes that may be necessary to correct conditions.

FCC allocated unrealistically, Dr. DuMont said, and he predicted that 75% of the allocation will never be used because a tv station cannot be supported in markets with less than 100,000 people. Yet the FCC put channels in almost every city in the U. S., he said.

A market of 100,000 should see 27,000 tv receivers, Dr. DuMont said. Based on the assumption that there is $10 of advertising revenue yearly for each tv receiver, that means an annual income of $270,000 for a station. That amount will give a station a "very slight profit," Dr. DuMont said.

The Commission's refusal to be concerned with economics is "absolutely indefensible," Dr. DuMont said. There is no such thing as sound engineering without economic considerations, he said.

Dr. Goldsmith declared there was nothing fundamentally wrong with uhf from a technical point of view. Given the proper incentive, he said, technical differences now will prove transitory.

Coded Cards

Using a graphic system of coded cards and an electric-lighted map of the U. S., Dr. Goldsmith portrayed the station situation as of April 15 of this year and as of "saturation" under the allocation plan in the top 320 markets.

Among the facts that Dr. Goldsmith showed were that 197 cities have at least one operating station, 143 cities have vhf stations, 87 cities have uhf stations;

That one network has primary vhf outlets in 62 of the leading 100 cities, and primary uhf in only 20 cities of the leading 100—and that these are mostly the only stations in the city;

That a smaller network (identified later as DuMont) has vhf primary affiliations in only 15 cities of the top 100, and that in all of these except one there are at least three vhf stations operating. And, that it has primary uhf affiliates in 24 markets;

That only two cities have more than half of the total receivers converted for uhf. They are Duluth and Jackson, Miss., both of which are 75% converted;

That only one city (Fort Wayne) with a currently operating uhf station has no vhf station within 75 miles.

Uhf's competitive position in any market is poor to impossible, Dr. Goldsmith said, if there is more than one vhf station operating in the market.

Mr. Bergmann foresaw national advertising expenditures of $6 billion in 1958, with tv billings amounting to $1.25 billion. This compares to $2.9 billion for national advertising and $49.2 million for tv billings in 1949 and $4.5 billion for national advertising and $530 million for tv billings in 1953.

In 1958, Mr. Bergmann predicted, tv will be responsible for the movement of almost $60 billion worth of national products and services.

Discussing the matter of clearances, Mr. Bergmann declared that DuMont's lease of a New York to Chicago cable from AT&T, on an eight-hours-a-day, 30 days a month basis,

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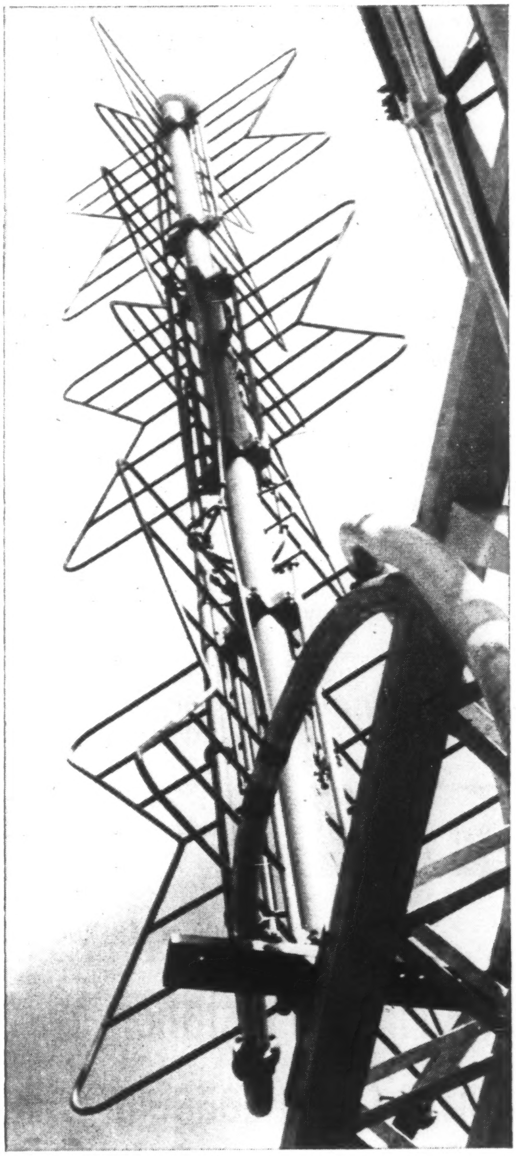

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could handle 9,840 hours of station time monthly.

But, he said, because of the preponderance of single and dual station markets in the 41 cities along the route, DuMont can only clear 736 hours monthly—7% to 8% of its potential.

Theoretically, Mr. Bergmann showed, it is now possible for the No. 1 network to clear 96 of the top 100 markets. This would include the use of 23 uhf stations. But, simultaneously, the second network could only clear 65 markets, using 29 uhfs; the third network only 24 markets, with eight uhfs, and the fourth network only eight markets, with three uhfs.

When all of the channels in the top 100 markets are occupied, Mr. Bergmann said, the first network will be able to clear 100 markets out of the top 100 cities, using 12 uhfs; the second network, also 100, with 33 uhfs; the third network 79 markets, with 49 uhfs, and fourth network 53 markets, with 46 uhfs.

Current Status

At the present time, Mr. Bergmann declared, NBC is clearing 82 of the top 100 markets, using 20 uhfs—but 15 of these are in single or dual station markets. CBS is clearing 76, using 20 uhfs of which 14 are in single or dual station markets. ABC is clearing 51, using 31 uhfs, of which 17 are in single or dual station markets. DuMont is clearing 39, using 23 uhfs, of which 12 are in single or dual station markets.

The two major networks now enjoy 85% of the total network advertising revenue, Mr. Bergmann pointed out (see chart "Network Billings"). The two trailing networks depend on uhf stations for more than 50% of their clearances, he said. Unless the network situation is equalized, Mr. Bergmann said, these two networks cannot attract advertisers, cannot build programs to compete with the two dominant networks. This would mean, he said, that—

- The viewing public will have but two sources of network programming available.
- Except in the largest metropolitan areas, most cities will be limited to two stations.
- If there are only two stations in each city, public service programming and local advertising and program origination will be eliminated.
- This means a monopoly in tv and in the advertising of goods and products, and also a monopoly on information and ideas.

In making his proposals, Dr. DuMont emphasized that it was not practical at this date to reallocate tv channels in order to eliminate the intermixture problem.

He also stressed that he believed his proposals would be temporary, since there would come a time when uhf stations would be able to stand on their own feet and compete on an equal basis with vhf stations.

Dr. DuMont spoke of the $12 to $13 billion investment the public has in 30 million tv receivers, as compared to the investment of $200 million by 300-odd stations.

Responding to questions from the subcommittee members, Dr. DuMont said he did not believe another "freeze" on station grants would accomplish much. This had been suggested by some of the uhf witnesses.

He also did not consider necessary Sen. Johnson's bill, which would allow an owner of a vhf station to trade it in for two uhf stations. No one is going to give up a good dollar for two questionable coins, Dr. DuMont said.

Neither did Dr. DuMont think highly of the FCC's current proposal to allow a single owner to have seven tv stations, not more than five of which could be vhf. Mere pinpoints, he said.

Sen. Bricker's bill, to authorize the FCC to regulate networks, was probably a step in the right direction, in sanctioning DuMont plans A and B, Dr. DuMont said.

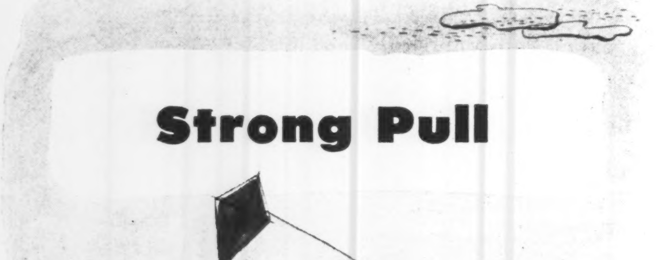
Only significant questioning was by Sen. Pastore, who apparently was troubled by the

UHFTA Keeps Roberts, Indicates Continued Work

INDICATIONS that the UHF Television Assn. intends to continue as a permanent organization were seen last week when its board of directors refused to accept the resignation tendered by William A. Roberts, Roberts & McInnis, as general counsel.

Mr. Roberts had tendered his resignation [AT DEADLINE, May 17] on the ground that there was some doubt as to the desire of UHF Assn. members that he continue since he also represents Allen B. DuMont Labs. He also cited possible conflict in uhf operator testimony with that of DuMont.

In announcing the Board's refusal to accept Mr. Roberts' resignation, Lou Poller, president of the association, emphasized that "Mr. Roberts, through his long devotion to the association and his unsurpassed knowledge in the highly complex business of television, makes his continued service mandatory while our segment of the industry is fighting for its very life."



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DuMont plans in that it would require NBC and CBS to give up affiliations with prime outlets, and by Sen. Schoeppel, who ventured the opinion that the DuMont plans might require rate fixing and supervision.

Thursday Afternoon:

Detailed testimony, and to some extent quite technical, was presented to the subcommittee Thursday afternoon by uhf equipment manufacturers General Electric and RCA.

GE had a team of three executives, Paul L. Chamberlain, general manager, Broadcast Equipment; Dr. L. R. Fink, manager of engineering, Radio & Television Dept.; Allen P. Haase, manager of development engineering, Receiving Tubes.

For RCA, the spokesman was W. Walter Watts, executive vice president, Electronics Products.

Both companies' representatives in effect assured the subcommittee that technical problems which exist in uhf equipment could and would be licked—although in some cases it may be awhile—just as other specific electronic problems in the past had been solved.

GE's Mr. Chamberlain predicted uhf transmitting equipment capable of producing 1,000 kw ERP, maximum under FCC's rules, could be made available to broadcasters in two years.

Uhf amplifiers now made by GE are available to low-power stations to boost their ERP to about 250 kw, providing an adequate signal, he said.

Recognizing the problems in uhf as both technical and economic, Mr. Chamberlain said his company is assisting broadcasters in both these areas.

In GE's viewpoint from the first, he said, it was recognized from vhf experience that few if any new uhf stations would become financial successes as soon as they went on the air. GE, he said, has long-range financing. In company uhf equipment shipments valued at $10 million more than $7 million is still outstanding. GE has invested more than $3.6 million in uhf engineering, he said, and presents a complete line of uhf transmitting and studio equipment.

A 75-kw Klystron transmitting tube will be developed as a model by next January, he said. The firm estimates it could have a production transmitter using the tube to provide for maximum allowable uhf power early in 1956.

With or Without

Mr. Fink said every set now made by GE is available to the public either with or without uhf but that every vhf-only set shipped can be changed with no trouble to receive uhf. He added the time rapidly is approaching when any one of the firm's uhf receivers will perform with as good a picture as a vhf set under equivalent conditions of transmitted signals. Some 22% of all tv sets made by GE last year were equipped with uhf as they left the factory and uhf conversion kits were sent to distributors to convert 8-10% more, he said.

Mr. Haase said "considerable progress" has been made by GE in improving upon the performance of its oscillator receiving tube (6AF4). He also paid attention to other miniature type triode amplifier tubes introduced last year by designers. The Planar lighthouse tube known as GL 6299 "is not yet in large scale production but does represent the present standard by which all other RF amplifiers are judged." Cost of this tube alone is $55, he warned, saying "it can hardly be considered for commercial application in entertainment type devices at this time."

Mr. Haase cited current development of new devices "which should provide additional im-

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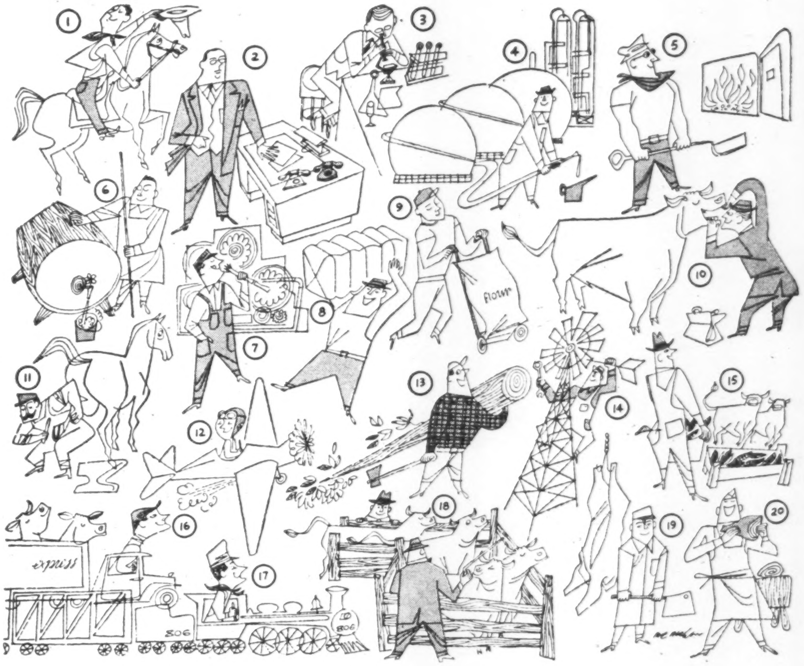

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10. **The veterinary** who looks after the health of the cattle.
11. **The blacksmith** who shoes the horses and repairs ranch machinery.
12. **The airplane pilot** who sprays ranges and fields, destroying pests.
13. **The lumberman** who provides the wood for corrals and barns and pens.
14. **The windmiller** who makes the machinery that keeps man-made ranch water holes working.
15. **The feeder** who takes lean range cattle and puts about 25% more beef on them by intensive feeding.
16. **The truck driver—17. The railroader** who haul cattle to market and meat to you.
18. **The stockyards man** who provides "room and board" for the livestock, and the **commission man** who is sales agent for the producer.
19. **The meat packer** who processes and distributes the beef.
20. **The retailer** who is the final link between all these people . . . and *you.*

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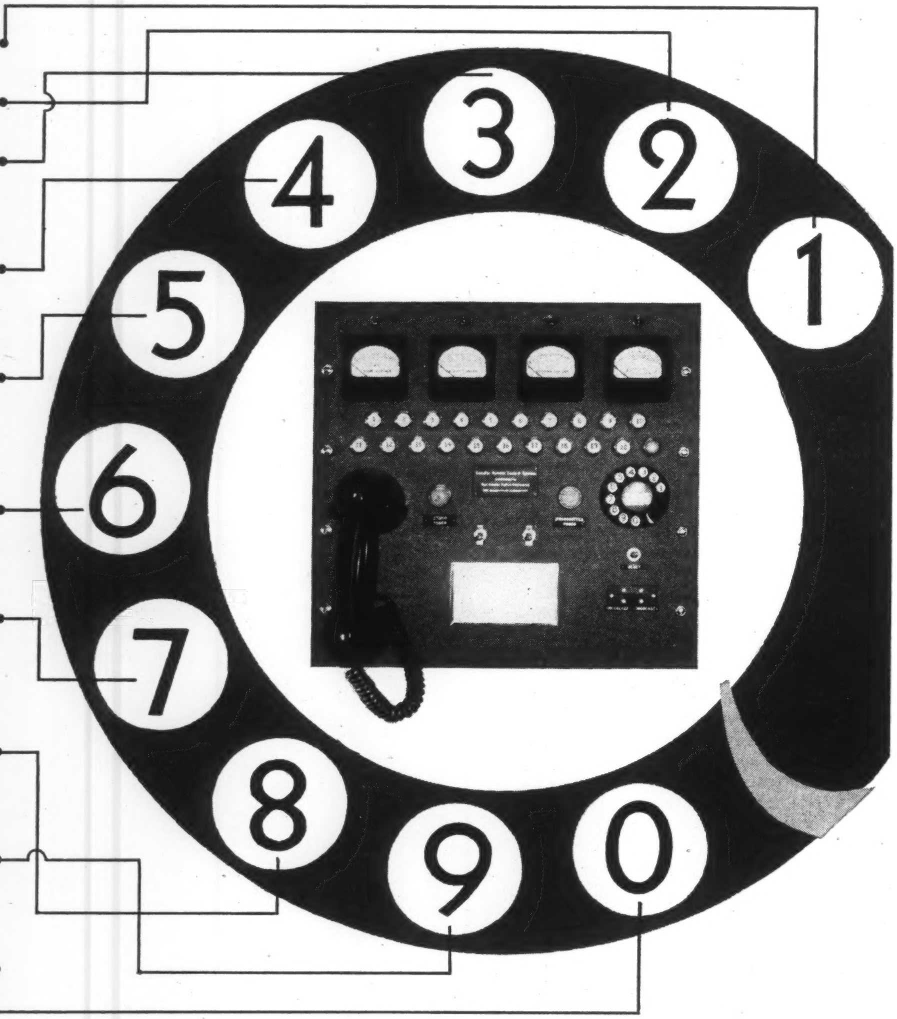

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provements in receiver performance and which should be available to commercial users at a reasonable price."

He said GE has found that if the best practices are utilized with application of best tubes and optimum circuitry, "we can measure noise figures at the high end of the uhf band" comparable to that realized in a standard vhf receiver of today. A receiver capable of tuning all uhf channels and employing these practices "might well be expected to cost the consumer $175-200 more" than sets now available. Problem of achieving comparable performance in uhf receivers as compared to vhf sets "has been immensely more difficult."

RCA's Mr. Watts noted his firm spent $16 million in developing uhf and that it would continue pioneering exploration and experimentation to improve the service.

'Satisfactory Service' Possible

Under most conditions and with proper apparatus, Mr. Watts said, uhf "can render satisfactory service." For most vhf broadcasters, Mr. Watts commented, years passed before investments paid off in profits—"We see no reason why those who today are pioneering at the uhf should expect that their path will be easier in this comparatively new field than was the experience of vhf broadcasters."

Other points made by Mr. Watts:

For first quarter of 1954, nearly 28% of tv receivers shipped by RCA had uhf tuners built in. (He compared this to what he said was an RETMA figure of 23% for remainder of industry); 100% of first 4,000 color tv sets off RCA's production line is equipped with uhf tuner.

Description of the Bridgeport-Portland, Ore., story in which the uhf experimental station (RCA-NBC) was set up in 1949 and two years later dismantled and shipped to Portland where it became KPTV (TV).

RCA's 1-kw transmitter is designed to serve as a driver of a 12-kw amplifier and when used with the company's high-gain uhf Pylon antenna, the combination could provide an ERP 200 to 300 kw. Also developed is a new uhf high-gain, high-power antenna which when combined with the 12-kw transmitting apparatus will provide ERP of from 400 to 600 kw.

Explanation of results obtainable from a properly contoured high gain antenna coupled with a low rated power transmitter; introduction by RCA of what he described as "the most powerful beam power tube ever developed;" development of receiver tubes—some 23 types and of transmitting tubes—some 18 types.

AMONG network officials present at the Senate subcommittee's hearing on uhf are (l to r) Keeton Arnett, assistant to the president, Allen B. DuMont Labs; Neal McNaughten, RCA (back row); Joseph V. Heffernan, financial vice president, NBC; Thomas E. Knode, manager of station relations, NBC; Jim Greeley, attorney with Cahill, Gordon, Zachry & Reindel, counsel for NBC; Thomas E. Ervin, vice president and general attorney, NBC; Leon Brooks, CBS attorney; George Wheeler, assistant vice president, NBC Washington.

RCA has plans for a full scale field test of a new method to extend coverage of uhf stations in shadowed areas, using a low power auxiliary transmitter, he said. It will be installed near Vicksburg, Miss., in cooperation with WJTV (TV) Jackson.

Also testifying Thursday was William A. Roberts, general counsel, UHF Tv Assn. (see separate story).

Friday:

Move all tv to uhf—giving present vhf stations a five-year transition period to make the move. That was the recommendation of Lou Poller, two-thirds owner of uhf station WCAN-TV Milwaukee, operating since September 1953 on ch. 25. He testified Friday.

Mr. Poller, who also is president of the UHF Tv Assn., and involved as an intervenor in the much controverted Whitefish Bay (Milwaukee), ch. 6 hearings, told the Senate subcommittee that only by this move of all tv to uhf could a nationwide, competitive system come into being.

This will resolve the problems of intermixture, inequality between vhf and uhf stations, permit manufacturers to concentrate on a single type of equipment for stations and the public, and eliminate confusion on the part of the public, Mr. Poller said.

Milwaukeeans have invested $30 million in uhf conversions, Mr. Poller said. There are now 300,000 receivers in the Milwaukee area which can receive uhf, he said. WCAN-TV spent more than $50,000 in publicizing uhf from February to September 1953, he recalled. It spent $100,000 in putting up its antenna atop the Schroeder Hotel, he noted. WCAN-TV has already invested $150,000 for a higher power transmitter, Mr. Poller said, and has ordered a 50 kw transmitter and color equipment as soon as they are available. WCAN-TV carries 90% of CBS-TV's programs, he revealed.

Mr. Poller made slighting reference to "quickie" mergers, which he referred to as a "temporary expedient resulting in trafficking with the public's facilities at premium prices. Such 'quickie' grants are for personal gain and serve no public convenience."

He also related the history of the Milwaukee and Whitefish Bay allocations, to indicate the problem he was facing in keeping his CBS affiliation.

Call for the removal of the 10% excise tax from uhf and all-wave tv receivers was made by Sarkes Tarzian, Bloomington, Ind., electronics parts manufacturer and owner of local WTTV (TV) on ch. 4 with more than 500,000 receivers in its area. He also appeared Friday.

Deadline Extended

ON PETITION by Uhf Industry Coordinating Committee, FCC last week extended until June 15 its deadline for comments on the proposed amendment to Sec. 3.658(b) of its chain broadcasting rules on territorial exclusivity. Deadline for replies to the comments was extended to June 25.

FCC's proposal would cut down an affiliate's exclusive rights territory from its coverage area to the principal community which the station serves. This is considered by some as a potential fillip to uhf stations in secondary markets while others see greater competitive injury [B•T, May 10, April 5].

Elimination of the excise tax would put uhf sets on a price-par with vhf, Mr. Tarzian said, and that would help uhf.

Mr. Tarzian also told the Potter subcommittee members that he had developed a uhf tuner which cost manufacturers of tv sets only $6.25 for full range coverage. This is Mr. Tarzian's cost, he said, and is his contribution to the future of tv.

He also said that the Tarzian Co. had developed single and dual channel converters, offered to stations for $8.95. Coupled with outdoor uhf antennas, the entire package could be sold to the public for $18.95, Mr. Tarzian said.

One of the problems of uhf, Mr. Tarzian said, was that manufacturers made promises regarding receivers and transmitting power which they could not meet.

However, he also charged some uhf operators with starting operations with the expectations that immediately their stations would be profitable. "Due to this haste to get on the air and reap a fast profit, many started operations with low power and low tower height, with attendant poor coverage," he said.

Muncie Uhf Operators Think Things Are Swell

SLIGHTLY off-beat—after the doleful stories told the Potter subcommittee last week by uhf broadcasters seeking succor from Congress—was the testimony of two uhf operators from Muncie, Ind.

Donald A. Burton, president and treasurer, and William F. Craig, vice president and commercial manager of uhf WLBC-TV in Muncie, told the subcommittee that they are making out just fine—even with 10 vhf signals coming into the market.

WLBC-TV, operating on ch. 49, began broadcasting last May, and uses a 1 kw transmitter and a beam-tilted antenna 542 ft. above ground.

When the station began telecasting, Messrs. Burton and Craig said, Muncie was 67% saturated with vhf sets receiving 10 different signals from Indianapolis, Dayton, Cincinnati and Louisville.

Six weeks after WLBC-TV began, 26% of those sets had been converted to uhf, the Senators were told, and today 60% of the area and 80% of Muncie has been converted—a total of 70,000 homes.

It was done by ensuring a better technical picture, and with careful and heavy promotion, Messrs. Burton and Craig related.

TV REVENUE REACHED $430.8 MILLION IN 1953, HYDE TELLS SENATE GROUP

FCC Chairman testifies revenue was nearly 33% above 1952. Income before taxes was $68.4 million.

TOTAL television revenues in 1953 were $430.8 million, with income (before federal taxes) $68.4 million, FCC Chairman Rosel H. Hyde disclosed in testimony Wednesday before the Senate Interstate & Foreign Commerce subcommittee investigating uhf and multiple ownership (story page 117).

Total revenue amounted to 32.8% above the $324.2 million of 1952 while 1953 income before federal taxes was 23.2% above the $55.5 million income of 1952 (see Table 1).

Expenses also went up last year, the statistics reported by Chmn. Hyde showed, with 1953 totaling $362.4 million, or 34.8% higher than the $268.7 million of 1952.

The average pre-freeze station (vhf) had revenue of $1.9 million in 1953 and income of almost $658,000 before taxes, Chairman Hyde said (Table 3). The four networks and their owned-and-operated stations as a group, he said, had revenue of $231.7 million and income of $18 million.

The report showed that 26 of the 108 pre-freeze stations had income (before taxes) of $1.5 million and over while seven had income of $100,000 or less and 11 reported losses (Table 2). Median income of the 97 showing a profit was $654,000.

No Pre-Freeze Data

Comparable data was not available for the post-freeze vhf-uhf stations because of the newness of their operations, but profit and loss reports were given for January-March 1954. In that period, 33 of 88 post-freeze vhf stations reporting and 13 of 87 uhf stations reporting showed a profit (Table 5).

However, in one or two months of the period, 20 vhf and 10 uhf outlets showed a profit and 12 vhf and 11 uhf approached the break-even point.

Continuing "substanial losses" were reported

TABLE 1

BROADCAST REVENUES, EXPENSES AND INCOME OF TELEVISION NETWORKS AND STATIONS

1952-1953

	1953	1952	Percent Increase
	($ Millions)		
Broadcast Revenues			
4 Networks and 16 Owned Stations	231.7	180.2	28.6
92 Pre-Freeze Tv Stations	174.5	143.4	21.6
Subtotal	406.2	323.6	25.6
Post-Freeze Tv Stations			
113 Vhf Stations	15.8	0.6	..
102 Uhf Stations	8.8		
Industry Total	430.8	324.2	32.8
Broadcast Expenses			
4 Networks and 16 Owned Stations	213.7	170.3	25.5
92 Pre-Freeze Tv Stations	114.0	97.6	16.8
Subtotal	327.7	267.9	22.3
Post-Freeze Tv Stations			
113 Vhf Stations	20.0	0.8	..
102 Uhf Stations	14.7		
Industry Total	362.4	268.7	34.8
Broadcast Income (before Federal income tax)			
4 Networks and 16 Owned Stations	18.0	9.9	81.7
92 Pre-Freeze Tv Stations	60.5	45.8	32.0
Subtotal	78.5	55.7	40.8
Post-Freeze Tv Stations			
113 Vhf Stations	(4.2)	(0.2)	..
102 Uhf Stations	(5.9)		
Industry Total	68.4	55.5	23.2

( ) Denotes Loss.
1952 data covers 4 networks and 15 owned stations; 93 pre-freeze stations, and 14 post-freeze tv stations.

TABLE 2

108 PRE-FREEZE TV STATIONS CLASSIFIED BY INCOME GROUPINGS

	1953
Income (before Federal income tax) of:	
$1,500,000 and over	26
1,000,000 - 1,500,000	13
600,000 - 1,000,000	26
400,000 - 600,000	17
200,000 - 400,000	16
100,000 - 200,000	5
Less than 100,000	7
Total Stations	97
Median Income	$654,000
Loss of:	
Less than $100,000	3
100,000 - 200,000	3
200,000 - 400,000	1
400,000 - 800,000	4
Total Stations	11
Median Loss (not computed because of small number of stations involved).	

TABLE 4

ORIGINAL COST OF TANGIBLE BROADCAST PROPERTY OF POST-FREEZE TV STATIONS

	Vhf Stations	Uhf Stations
Under $100,000	2	1
$ 100,000 - 200,000	18	22
200,000 - 300,000	25	35
300,000 - 400,000	23	22
400,000 - 500,000	20	12
500,000 - 600,000	11	5
600,000 - 700,000	4	1
700,000 - 800,000	3	2
800,000 - 900,000	0	0
900,000 - 1,000,000	0	0
1,000,000 and over	3	0
Total Stations	109[1]	100[2]
Aggregate Cost	$40,997,674	$30,049,270
Average Cost	$376,125	300,493

[1] Property not reported by 4 stations.
[2] Property not reported by 2 stations.

TABLE 3

AVERAGE PER STATION BROADCAST REVENUES OF 92[1] PRE-FREEZE TELEVISION STATIONS

1953

A. Revenues from the Sale of Time:		
1. To Networks	$449,130	
2. To National and Regional Advertisers	847,859	
3. To Local Advertisers	619,576	
Total Revenues from Time Sales		$1,916.565
4. Deduct commission to agencies, representatives, etc.		268,054
Net Revenues from Time Sales		$1,648,511
B. Revenues from Incidental Broadcast Activities:		
1. Talent	$ 97,989	
2. Sundry	149,957	
Total Incidental Revenues		$ 247,946
C. Total Broadcast Revenues		1,896,457
D. Total Broadcast Expenses		1,238,848
E. Broadcast Income (before Federal income tax)		$ 657,609

[1] Excludes 16 stations owned by networks.

TABLE 5

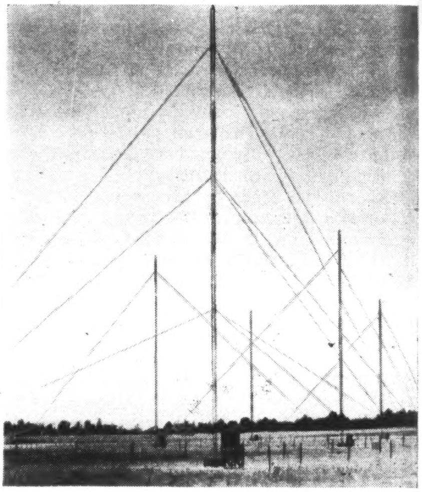
SUMMARY OF PROFIT AND LOSS STATUS OF POST-FREEZE TELEVISION STATIONS DURING PERIOD JANUARY THRU MARCH 1954 ONLY

	Vhf	Uhf	Total
A. Total Post-Freeze Tv Stations (in operation on Nov. 1, 1953)	94	98	192
B. Total Stations Reporting Usable Data	88	87	175
C. Number Reporting Profit for Three-Month Period, Jan.-March 1954	33	13	46
D. Number Reporting Loss During Same Period:			
1. BUT reporting profit in one or two months of period	20	10	30
2. BUT approaching break-even point on monthly basis	12	11	23
3. With continuing substantial losses in each month:			
Operating as of May 1, 1954	22	45	67
Ceased operating by May 1, 1954[1]	1	8	9

[1] In addition, 1 vhf and 1 uhf station ceased operation prior to November 1, 1953; and 1 uhf station going on the air after November 1, 1953 had ceased operation as of May 1, 1954.

Advertisement

Altec 250 A speech input console controls WDIA program schedule. Completely self-contained, it provides all the necessary circuits for audio control.

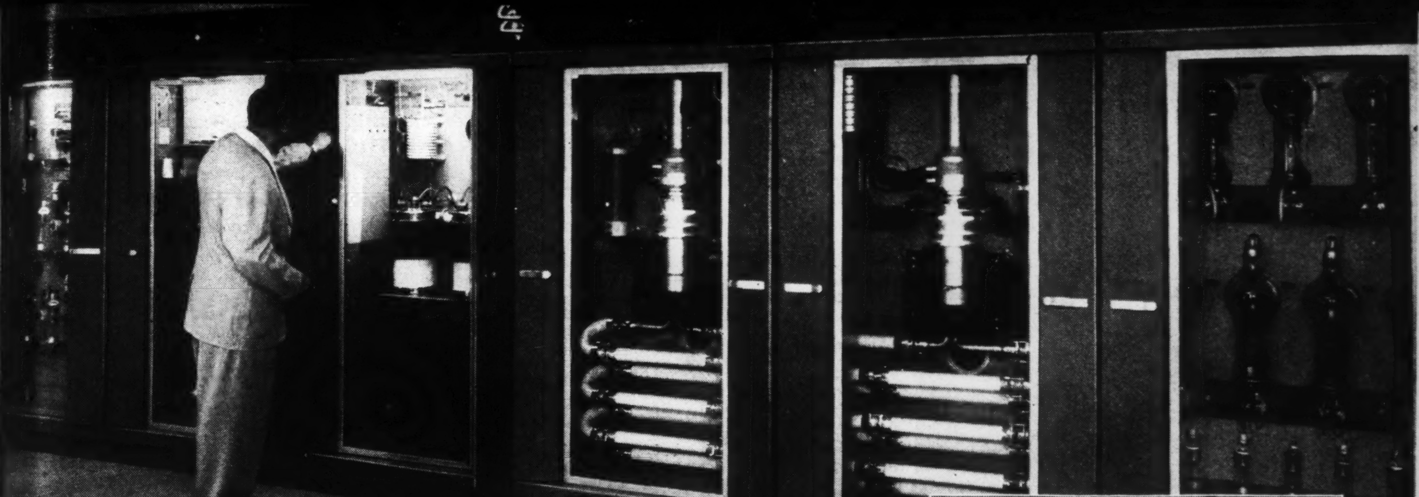


An array of six Graybar-distributed Blaw-Knox towers (five shown . . . sixth is out of picture to left) beams WDIA's 50,000-watt signal to its 3,800,000-person audience . . . of whom 1,400,000 are Negro. One of the first stations to recognize the importance of the Negro market, WDIA's program format has concentrated on these listeners since 1946.

Graybar can supply a Complete TV Station "PACKAGE", too — everything needed to put you on the air . . . and keep you there.

Experienced Graybar Broadcasting Specialists will be glad to help you with specifications and prices for any TV need, and if you desire, prepare a complete packaged proposal covering all the equipment needed for your particular station—just call your nearby Graybar office.

A COMPLETE TV PACKAGE . . . via GraybaR



Using built-in oscilliscope, W. H. Jetton, WDIA Transmitter Supervisor checks tuning adjustment of new 50 kw Continental transmitter. Grounded grid construction of final amplifier is an important Continental feature. Machlett tubes, also stocked and distributed by Graybar, are standard original equipment on all Continental equipment.

WDIA goes "On The Air" with new 50 kw Continental AM transmitter ...via GRAYBAR

—**Henry N. Fones, Chief Engineer**
WDIA, Memphis, Tenn.

"Anything I could say about Graybar wouldn't be good enough when it comes to describing the service they give and the quality of the products they deliver.

"Just take our new Continental 50 kw transmitter — from its advanced circuit design right down to its lightweight, rustproof all-aluminum cabinet, I'm convinced it's the finest high-power transmitter unit available anywhere. And just to be sure we'd get maximum dependability right from the start, Continental engineers spent over a month here deliberately trying to force components into failure and replacement *before* we hit the air.

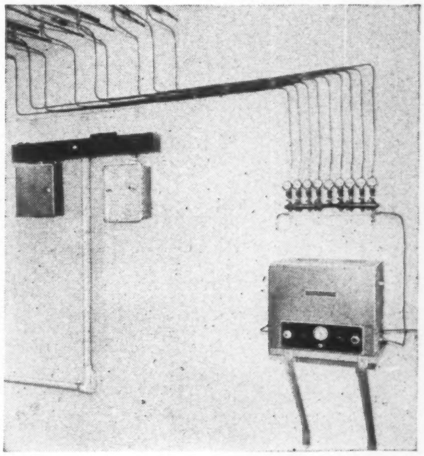
"It's efficient and economical too—for reduced power from 50 kw to 5 kw for night time operation, final amplifier can be turned off and the signal driver-fed to the antennae.

"Everything here at WDIA—from antennae to emergency generator — was ordered from Graybar. They sure proved their point—*one* source . . . and *one* responsibility *does* make a big difference!"

440-15

Chief Engineer Henry Fones and Graybar Broadcasting Specialist Willard Kunkel inspect transmission line installation. Hubbard hardware, Indiana strand, General cable, and International poles shown were among the materials supplied by Graybar as part of the complete WDIA "AM Package".

(below) Communication Products line-gassing assembly.



EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR...

via GraybaR

GraybaR ELECTRIC COMPANY, INC.

***Executive Offices:* Graybar Building, 420 Lexington Ave., New York 17, N. Y.   OFFICES AND WAREHOUSES IN OVER 110 PRINCIPAL CITIES.**

wchs

5000
on
580

the tierney
company

charleston
west virginia

cbs

by 22 post-freeze vhf and 45 uhf stations as of May 1. Break-down of profit and loss record of the post-thaw stations on average monthly basis for January-March and by size of market also was offered (Table 6).

Post-freeze vhf stations have nearly $41 million in plant investment, or an average of over $316,000 per station, the statistics offered by Chairman Hyde showed. Uhf station plant investment totals over $30 million, or almost $300,500 per station average (Table 4).

TABLE 6

AVERAGE MONTHLY REVENUES, EXPENSES AND PROFIT OR LOSS OF POST-FREEZE TELEVISION STATIONS DURING THE THREE MONTH PERIOD—JANUARY THRU MARCH, 1954

Population of City in Which Station Is Located	VHF STATIONS No. of Sta.	Av. Age in Mos.	Average Monthly Revenues	Expenses	Profit or (Loss)	UHF STATIONS No. of Sta.	Av. Age in Mos.	Average Monthly Revenues	Expenses	Profit or (Loss)
I. 500,000 & over										
Profit	5	6	$90,618	$64,870	$25,748	3	10	$67,378	$53,985	$13,393
Loss	3	15	60,328	75,555	(15,227)	9	7	19,796	33,201	(13,405)
II. 250,000 - 500,000										
Profit	5	7	65,608	46,286	19,322	6	10	42,276	29,535	12,741
Loss	2	7	22,900	38,737	(15,837)	19	9	15,206	29,865	(14,659)
III. 100,000 - 250,000										
Profit	9	12	44,632	35,495	9,137	3	11	28,124	23,106	5,018
Loss	18	10	26,955	34,872	(7,917)	21	10	17,356	25,630	(8,274)
IV. Under 100,000										
Profit	14	9	28,362	25,028	3,334	1	11	31,211	30,100	1,111
Loss	31	8	16,976	21,719	(4,743)	17	8	12,009	19,517	(7,508)
V. All Population Groups										
Profit	33	9	47,875	37,140	10,735	13	10	43,951	33,737	10,214
Loss	54	9	22,930	29,724	(6,794)	66	9	15,693	26,307	(10,614)
All Stations	87	9	$32,392	$32,537	($145)	79	9	$20,343	$27,530	($7,187)

Source: FCC Special Survey of February 5, 1954

UHFTA LISTS SUGGESTIONS TO AID UHF

HERE is the text of "immediate remedial action" requested by Uhf Television Assn. to aid uhf. It was given last week in testimony by its counsel, William A. Roberts, before the Communications Subcommittee of the Senate Interstate & Foreign Commerce Committee.

Mr. Roberts told the Senators the association "feels that any and all of these suggestions and recommendations are workable, are helpful and are reasonable," but acknowledged "there is no panaca for uhf broadcasting." Recommendations:

(A) Hiatus—A minimum 90 to 180 day hiatus, effective upon all applicants and holders of construction permits who have not yet requested authority to conduct equipment tests, thus providing the Subcommittee and the FCC with sufficient time to study solutions to the problem and establish an integrated permanent plan that will assure the competitive national television service. *Note:* Every day the hiatus is postponed further aggravates the already chaotic condition in the most important branch of the nation's communications industry.

(B) Transfer from vhf to uhf—Ultimate transfer of all television broadcasting to the universally adequate uhf band is desirable, and barring the perpetuation of present monopolistic conditions, inevitable.

(C) First Step: Eliminate Intermixture—It is the considered judgment of the Uhf Assn. that the above could best be accomplished by stages, the first stage to be an immediate reallocation eliminating vhf and uhf *intermixture* on a market-by-market basis. This to be accomplished by Congressional mandate permitting the substitution of channels between markets, the change of existing operating frequencies from vhf to uhf and vice versa. This remedy may require, in some instances, the extension of the right to operate by the same station with both uhf and vhf transmitters during an interim period. There is a possibility that it may require the use of one television channel from the fm spectrum.

(D) Network Programming—As to programming, no voluntary solution is in sight. There has been undoubtedly an undesirable concentration of control of television broadcasting through advertisers and television outlets. This is in the main attributable to governmental regulation and to the insufficiency of immediately available equivalent channels in major markets. Voluntary commercial subsidization of uhf broadcasting stations by advertisers or by networks has not, and will not occur. The immediate and necessary remedy lies in mandatory regulation of networks and other program sources, to enforce equitable distribution of opportunities for programming without regard to affiliation agreement or immediate audience. Networks must be compensated for this investment in the future of communications freedom, by grant of certificates of convenience and necessity which will preclude unnecessary future competition.

(E) Receiver Production—Production of all-channel receivers of the desired type on the part of the viewing public to convert to uhf through utilization of improved equipment, can be expedited by FTC rulings; by FCC regulations such as the restriction of spurious emission from inferior equipment; or by a preference for all-channel receivers through a reduction or elimination of excise taxes.

(F) Income Taxes—The modification of present income tax laws and regulations to permit flexibility in depreciation and tax spread by uhf operators can constitute a valid method of assisting the uhf broadcasters.

(G) Equipment Research—A federal contract for uhf transmission and receiving tube research as is presently carried on by the federal government in such fields as agriculture, aviation, shipping and others is a major step toward the development of an adequate national television service.

(H) Financial Assistance—Authority for refunding by loan of impaired capital of properly qualified existing and future uhf stations for a limited period, to offset the injury inflicted by improper and inadequate governmental regulation.

Mr. Roberts said "there is a long, hard road before the uhf owner as it has ever been for any pioneer. The uhf industry does not want any handouts nor any special considerations that will get our government to guarantee him a profit on his investment.

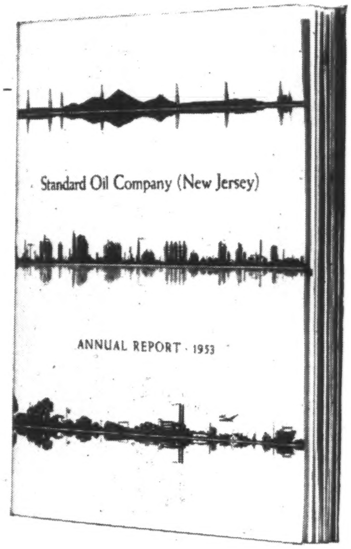
"Rather," he said, what the uhf operator wants is only a "fair opportunity to compete against the already entrenched vhf competitors who presently control the market place."

GPL Announces 50 Kw Uhf Transmitter for '55

DEVELOPMENT of a 50 kw uhf transmitter was announced Thursday by General Precision Laboratory, Pleasantville, N. Y. The GPL-Continental transmitter will use the Eimac Klystron transmitting tube, according to E. A. Hungerford Jr., manager of GPL's television department, who noted that Continental had supplied transmitters with power up to 1,000 kw for Voice of America. The 50 kw uhf transmitter will be ready for delivery in July 1955.

Blair Foulds, GPL vice president, and John Million, vice president of Wickes Engineering & Construction Co., Camden, N. J., have reached an agreement by which GPL will distribute Wickes color test and broadcasting equipment. Mr. Folds said GPL's line now covers all broadcast requirements. The Wickes products include color subcarrier generators, coders, multiburst generators and many similar items.

A report that concerns everyone!



THE BUSINESS OF FINDING, refining and bringing to market the world's oil is a big and continuing job—one in which Standard Oil Company (New Jersey), among many others, plays a significant part.

How this job is done affects America in many ways—and is therefore important to every American. Our Annual Report for 1953, recently mailed to the 284,000 shareholders who own this company, tells about our part in this job, and some of its high lights may interest you.

* * *

Today, when many thoughtful people are wondering about the economic future, we're glad to say that things look good to us. As far as we can see from the evidence available, the economy of the free world is stronger now than at any time since World War II.

But more important than hopeful words are positive actions.

Since 1946 Standard Oil Company (New Jersey) and its affiliated companies have spent nearly 4 billion dollars on new facilities to help supply the oil needs of free people... a 4-billion-dollar vote of confidence in the future. This year we intend to invest even more than the 500 million dollars we spent last year.

The result? Continuously increasing reserves of oil in the ground. Modern equipment. More efficient operations. New and better products.

Our customers used more oil in 1953 than ever before, which meant that people lived better, that industry was more active, that the free world's economy prospered.

We took in more money, and paid out more wages and salaries to employees, more taxes to governments, more dividends to shareholders than in any previous year.

Esso research made great strides ...outstanding gasolines and lubricants were among the results of dynamic progress in this field.

* * *

These activities—these investments made to get people the oil they need—are vital factors in our nation's economy, for they directly affect thousands of businesses and individuals. And everybody benefits.

This is a continuing process. It has been our job for 72 years. It will continue to be our job.

IF YOU'D BE INTERESTED in receiving a copy of our 1953 Annual Report, write Standard Oil Company (New Jersey), Room 1626,
30 Rockefeller Plaza, New York 20, N. Y.

STANDARD OIL COMPANY (NEW JERSEY) Esso
and affiliated companies

CELLER, KLEIN HIT ANTI-BEER AD BILL; HOUSE UNIT HEARS BRYSON MEASURE

Temperance spokesmen attack radio-tv commercials of alcoholic beverage advertisers. Advertisers label 'dry' move as attempt to get foot in the door toward eventual return of Prohibition.

PLACARDS were missing. But Wednesday through Friday of last week, a parade of "drys" and "wets" testified on Capitol Hill respectively for and against the Bryson bill (HR 1227).

That's the measure to outlaw alcoholic beverage advertising in all media.

The dry witnesses, led by Bishop Wilbur E. Hammaker, president of the National Temperance and Prohibition Council, and Mrs. Glenn G. Hays, president, National Woman's Christian Temperance Union, deplored the evils of alcohol and attacked alcoholic beverage advertising in media, especially on radio and tv.

An overflow spectator audience forced the hearing before the House Interstate & Foreign Commerce Committee to shift from the regular hearing room to the much larger Caucus Room in the Old House Office Bldg.

Bishop Hammaker set the prohibitionist theme asserting "beverage alchohol advertising is most objectional in radio and television. There it is an insolent intruder."

CONGRESSMEN make a last-minute check on procedure in this front stage conference around the "chair" before the Bryson bill hearing gets underway. L to r: Reps. John Phillips (R-Calif.), who testified for the measure; Emanuel Celler (D-N. Y.) (with back to camera) who appeared against the Bryson proposal; James I. Dolliver (R-Iowa) (leaning over); Charles A. Wolverton (R-N. J.), chairman of the House Commerce Committee; J. Percy Priest (D-Tenn.), and Arthur G. Klein (D-N. Y.).

CHIEF SPOKESMEN for the "drys" at the House hearing on the Bryson bill: Bishop Wilbur E. Hammaker, president, National Temperance & Prohibition Council, and Mrs. Glenn G. Hays, president, National Woman's Christian Temperance Union.

The hearing was at least the sixth time that the drys and wets have squared off in a battle over the question of alcoholic beverage advertising. The first four times were in the Senate, the fifth in the House before a special group investigating radio and tv programs. The drys always failed to clear their proposal through committee, although twice in the Senate the difference between defeat and success was by only a single vote.

Dramatizing the issue for the advertising industry was the sudden appearance last week of a bill introduced by Rep. John D. Dingell (D-Mich.) to ban all tobacco advertising in addition to alcoholic beverage advertising in interstate commerce (see text of bill, page 169).

Rep. Dingell asked the House Commerce Committee for an opportunity to testify on this bill which he considered to be an amendment to the Bryson measure.

Several congressmen appeared on the Bryson bill. Rep. Emanuel Celler (D-N. Y.), attacking the measure, demanded: "How can we . . . filch from this [beer, wine and liquor] industry its legal attributes, one of which is the right to advertise."

To Rep. Celler, the bill was "ineptly drawn," failing to mention advertising media other than newspaper or publication, newsreel, phonograph record and broadcasting. Effects would be to push advertising into certain media—"It is like pressing on one side of the balloon. You thereby enhance the other side."

Rep. Celler pointed out that the measure would encourage bootlegging, curtail revenue to advertising agencies and broadcast stations, create a loss of government revenue and cut into the industry's employment and prove to be a hardship to the farmer.

Other congressmen testifying, all in favor of the measure, were Reps. John Phillips (R-Calif.); Gracie Pfost (D-Idaho); James C. Davis (D-Ga.); Henderson Lanham (D-Ga.), and Harold C. Lovre (R-S. D.).

Rep. Arthur G. Klein (D-N. Y.), a member of the committee, scolded the drys, asking why they do not ask outright for prohibition rather than for piece-meal restrictions against the alcoholic beverage industry. "This clearly is an attempt to get a foot in the door," he asserted.

If people want to drink they should be permitted, Rep. Klein said. It is the excesses which are harmful. Passage of such legislation, the Congressman continued, would set a precedent, opening the gates for other restrictive legislation. He asked why requests for a ban of firearms advertising could not be made of the Congress since firearms are injurious to life? He observed, "nudists could ask for a prohibition of all advertising of clothes."

Rep. Oren Harris (D-Ark.), who headed the special committee in the 82d Congress which investigated radio-tv programming, developed the record on voluntary policing by the distillers and breweries of their advertising. References also were made to NARTB's tv code.

The proponents' arguments, set forth by the distillers and breweries, advertising and union associations in the field, centered on the bill's questionable constitutionality and alleged discriminatory nature.

Lack of jurisdiction by the House Commerce Committee to ban liquor or beer advertising—avowed by Clinton M. Hester, Washington counsel for the U. S. Brewers Foundation—precipitated a strong controversy on the constitutionality of the Bryson bill.

Mr. Hester's declaration that the 21st Amendment forbade the Federal government from interfering with the manufacture and sale of alcoholic beverages aroused some of the House committee to protest.

To questions on how a state could prohibit the advertising of alcoholic beverages over the air from a radio or tv station outside the state's border, Mr. Hester replied that a state could not, and that the Federal government could not.

This was termed a twilight zone by some members of the committee.

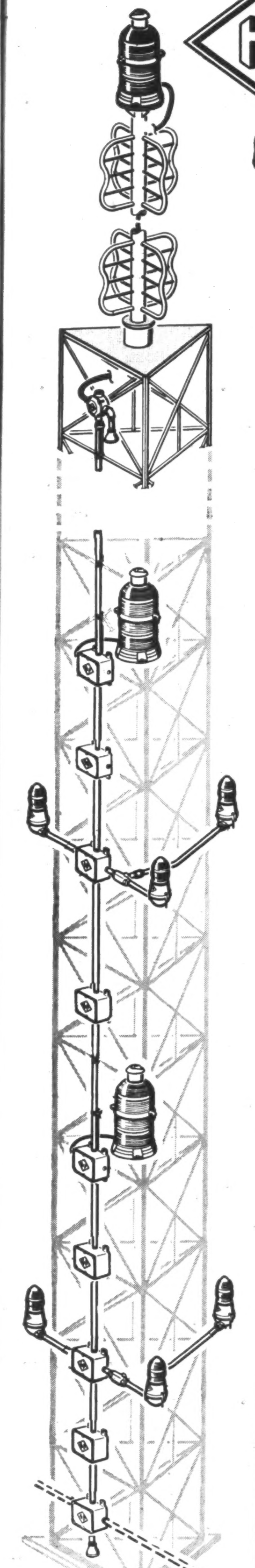
Calling the bill a prohibition bill, Mr. Hester estimated that its passage would reduce beer sales by 50%. He alluded to the number of ball games sponsored by brewing companies, and said their elimination as sponsors would be disastrous on the brewing industry.

A dry witness, Dr. Sam Morris, conductor of *The Voice of Temperance* radio program and president of the Preferred Risk Mutual Insurance Co. of Des Moines (writes auto insurance exclusively for non-drinkers), charged radio networks and stations with refusal to sell him time to reply to alcholic beverage advertising.

Congressmen said they would question representatives of the broadcast industry closely on the subject. NARTB was slated to testify Friday [see AT DEADLINE].

Dr. Morris, who said he had lost a complaint before the FCC against two 50-kw stations (WHAS Louisville and KRLD Dallas) whose license renewals he contested, asserted he had offered CBS up to $10,000 for choice evening air time and had been refused. He

Specify the most advanced and reliable TOWER LIGHTING KITS and CONTROLS available



Typical Tower Lighting Installation (Conduit Kit — Triangular Tower)

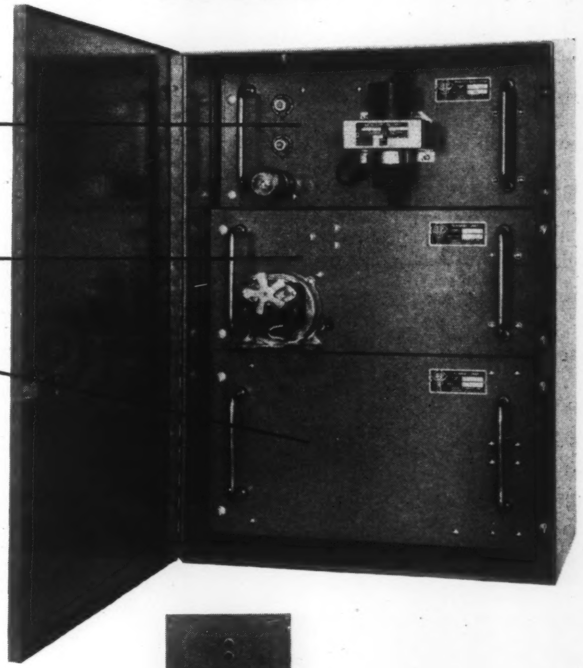


PHOTO ELECTRIC CONTROL

Automatically turns tower lights ON and OFF—eliminates FCC requirement for daily recording.

MULTI-CIRCUIT FLASHER

Minimizes peak lighting load requirement and beacon circuit fluctuations.

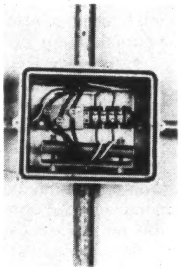
LAMP MONITOR PANEL

Provides signal voltages to the Remote Lamp Failure Indicator Panel for each lighted lamp.

●

AUTO-TRANSFORMERS

Most practical means of meeting CAA socket voltage requirements . . . increases lamp life.



JUNCTION BOXES

With built-in insulated cable supports—meets National Electric Code requirements.

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CONDUIT BREATHER SYSTEM

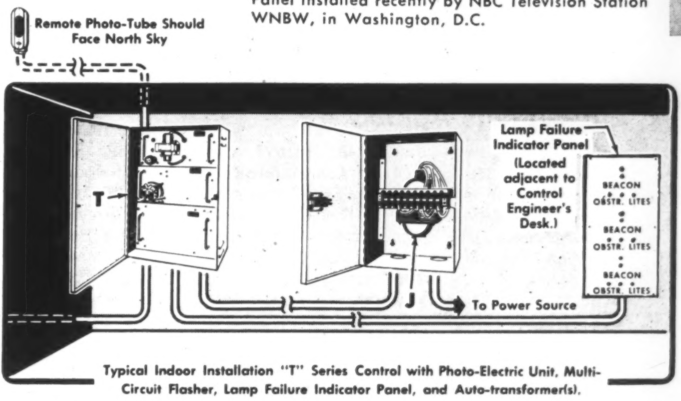
Permits air circulation. Condensation moisture is readily dissipated.

REMOTE LAMP FAILURE INDICATOR PANEL

Eliminates FCC requirement of daily visual tower lights inspection, and recording condition.

YOU ARE INVITED **to visit our display at the 32nd Annual NARTB convention, Room 762, Palmer House, Chicago, May 23rd through 27th, 1954. We will welcome the opportunity to demonstrate our products and discuss your tower lighting problems with you.**

NBC Executive, John L. Seibert, inspects the new Hughey & Phillips Remote Lamp Failure Indicator Panel installed recently by NBC Television Station WNBW, in Washington, D.C.



Remote Photo-Tube Should Face North Sky
T
Lamp Failure Indicator Panel (Located adjacent to Control Engineer's Desk.)
BEACON
OBSTR. LITES
BEACON
OBSTR. LITES
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To Power Source

Typical Indoor Installation "T" Series Control with Photo-Electric Unit, Multi-Circuit Flasher, Lamp Failure Indicator Panel, and Auto-transformer(s).

WRITE FOR INFORMATION
regarding your particular
tower lighting requirements.

HUGHEY & PHILLIPS, Inc.
TOWER LIGHTING DIVISION
3300 NORTH SAN FERNANDO BLVD.
BURBANK, CALIFORNIA

also said NBC and a number of stations also refused him paid time. He said networks and stations had in the past permitted him sustaining time but that the show was programmed after midnight.

R. E. Joyce, vice president of the Distilled Spirits Institute, charged that WTCU urged members to "flood the committee with letters, postal cards and petitions" in support of the bill. Chairman Wolverton publicly acknowledged during the hearing that the committee had been swamped with some 20-25,000 letters.

Arthur P. Bondurant, vice president of Glenmore Distillers Co., Louisville, denied a temperance charge that alcoholic beverage advertising "presents a flagrant violation of good taste or good manners."

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, said the measure would discriminate against a lawful industry and against advertising as a legitimate and necessary form of selling. Mr. Gamble cited government and private industry figures showing the nearly negligible amount of questional advertising by the beer-wine-liquor industry.

NARTB representatives at the House hearing of the Bryson bill are (l to r) Oscar Elder, assistant to the vice president, Government Relations Dept.; Vincent T. Wasilewski, chief attorney, Legal Dept., and Ralph W. Hardy, vice president, Government Relations Dept.

The American Newspaper Publishers Assn. offered for the record a statement saying "any commodity or service which may be legally offered to the public should not be prohibited from advertising."

Meanwhile, this performance will be repeated in the Senate when a hearing June 21 will be held by the Business & Consumer Interests Subcommittee (of Senate Interstate & Foreign Commerce Committee) on the Langer bill (S 3294) which is a companion to the Bryson proposal.

According to Frank S. Lane, of KRMG Tulsa, president of Oklahoma Broadcasters' Assn., the association's membership voted to oppose both measures. Protest was sent to Sen. A. S. Mike Monroney (D-Okla.), a member of the Senate Commerce Committee. Mr. Lane said many of the members balloting against the bills represent stations which refuse to accept any alcoholic beverage advertising.

FTC TO INITIATE NEW SETUP JULY 1

REORGANIZATION of the Federal Trade Commission and major changes in its working procedures will take place July 1, FTC Chairman Edward F. Howrey announced last week. He also announced realignment of personnel to fit the new organization.

The reorganization, first step of a plan recommended after a survey by an independent firm of management consultants, is designed to streamline the agency and eliminate delay in its procedures, Chairman Howrey said. It would, among other things: (1) simplify the form of organization, (2) group related functions for most effective administration, (3) provide "clear-cut" centers of responsibility and control, (4) develop best use of manpower and (5) strengthen various segments of the FTC to fit present and probable future needs dictated by the work load.

Major FTC functions will come under four bureaus, three of them new. All investigative activities will be centered in a newly formed Bureau of Investigation, with Harry A. Babcock as director; all trial work in a new Bureau of Litigation, with Joseph E. Sheehy, director; voluntary compliance procedures in a new Bureau of Consultation, with Charles E. Grandey, director. Jesse W. Markham continues as acting director of the Bureau of Economics, which has been modified.

The four bureaus will be under the operational supervision of Alex Akerman Jr., executive director. Continuing in their previous positions are David G. Murchison, legal adviser and assistant to the chairman; Robert M. Parrish, secretary; Earl W. Kintner, general counsel, and Everett F. Haycraft, director of hearing examiners.

Initial Rulings Favor Two New Vhf Grants

INITIAL decisions recommending grants for ch. 9 at Minneapolis and ch. 13 at Jefferson City, Mo., were announced last week by FCC hearing examiners.

Permits are recommended to be issued to KEYD Minneapolis for ch. 9 and to Jefferson Television Co. for ch. 13 at Jefferson City. Latter is identified in ownership with KWOS there.

Ruling by Examiner Harold L. Schilz in the Minneapolis case was made possible by the withdrawal of two competitive applications, one by WLOL and the other by WDGY, both local outlets. No consideration was involved.

Examiner William G. Butts issued his initial ruling in the Jefferson City case after dismissal of competitive applications by L. H. P. Co. and Capitol Television Corp. Former got $7,500 for expenses, the latter about $14,000, from the successful applicant.

Daytimers' Plea Asks Grass-Roots Approach

"FOR some people the public interest, convenience and necessity of the Communications Act goes down with the sun," FCC has been told in a petition filed by Daytime Broadcasters Assn. DBA is asking the Commission to amend its rules to permit daytime stations to operate starting from sunrise or 5 a.m., whichever is earlier, to sunset or 7 p.m., whichever is later.

The petition says daytime stations are limited in their ability to serve the public because "entrenched interests in the industry" hold an advantage by rule of the Commission.

Describing program services offered by daytimers and supplied by no other service, DBA suggested that if these communities "have a need for the service while the sun shines, they have a need after sunset."

DBA suggested that members of the FCC "spend some time in one or more small stations to renew their background of information on small station operation. On such a tour the Commission would re-live some of the earlier days of radio when the station was close to the people and the people were close to the station."

The DBA brief added that on a tour of this type the Commission would recall the times when it held hearings in the field "to help examiners decide if the applicants might be expected to become a part of the community." The 800-odd daytime operators provide a necessary service that is even more curtailed during the short winter days when popular programs must leave the air, the petition noted.

Submitting the petition for DBA were W. Kenneth Patterson, WSIV Pekin, Ill., and Ray Livesay, of WLBH Mattoon, Ill., representing DBA, and Harry Daly, DBA counsel.

CONGRESSMEN REACT AGAINST SPONSORS

HOT ON THE HEELS of Sen. Karl E. Mundt's (R-S.D.) announcement a fortnight ago [B•T, May 17] that commercial sponsorship, although on a limited basis, will be permitted in the broadcast coverage of the McCarthy-Army hearing, came the following developments:

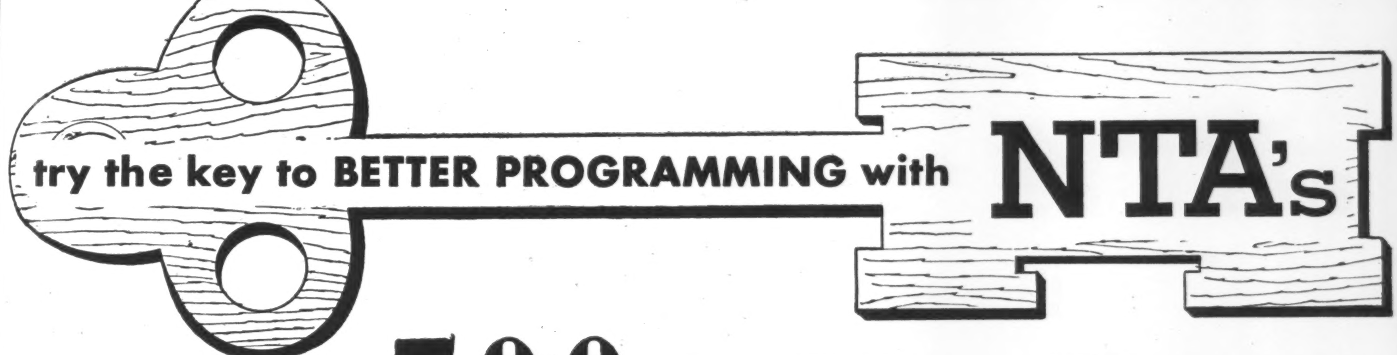
- Sen. Wallace F. Bennett (R-Utah) last week introduced a resolution that would ban "commercialization on Senate business."
- Another Republican, Sen. Homer E. Ferguson (Mich.), acknowledged to B•T that the problem had gone as high as the GOP policy committee in the Senate.
- A veteran Democrat, Rep. Emanuel Celler (R-N. Y.), introduced a bill (HR 9152) that would prohibit commercial sponsorship of any congressional committee hearing covered by radio or tv (see page 169 for text).

Sen. Bennett's resolution (S Res 249) would amend Senate rules. The proposed amendment would not bar radio or tv coverage of a hearing, but it would require the radio or tv firm receiving permission to cover a hearing to file assurances that the broadcast would not be made available for sponsorship. Violators would be banned from further coverage of Senate committee hearings for at least a year. Pickups used for a news summary program are exceptions under the Bennett proposal.

Sen. Bennett told the Senate Tuesday that "the very idea" of commercial sponsorship in the upper chamber was "improper" and "a threat to the integrity of the Senate." To him, the Senate cannot be sold as any other program. He also charged the commercial sponsorship of the radio-tv covered Army-McCarthy hearings "opens the door to a new whole range of possible improper relationships and subtle means for influencing legislation."

While Sen. Bennett spoke to the Senate, a closed door meeting was held that day by the Republican Policy Committee. Purpose was to tack down the GOP legislative program and to hear Sen. Mundt's informal report on the tiff between the investigations subcommittee and the Executive department.

It was learned that Sens. Ferguson and Eugene D. Millikin (R-Colo.) went into the meeting dead set against commercial sponsorship of radio-tv covered hearings. Sen. Ferguson, after the meeting was over, said that while



try the key to BETTER PROGRAMMING with NTA's

500 Golden Hours

OF TELEVISION PROGRAMS ON FILM

"Trade Excitement" is the best way to describe the largest . . . most diversified library of quality television programs on film. *We have it . . . you'll see it* . . . at the NARTB convention in the Palmer House . . . Room 700½.

ASK ABOUT: **THE JAMES MASON SHOW** featuring James and Pamela Mason and Richard Burton.

HOLIDAY with Ida Lupino, Edmund O'Brien, Joan Fontaine.

THE PASSERBY with exciting dramatic celebrities like Veronica Lake, Jackie Cooper, Fay Bainter, Kent Smith.

INTERNATIONAL PLAYHOUSE loaded with mystery, melodrama, intrigue.

CHINA SMITH featuring Dan Duryea.

ORIENT EXPRESS featuring Jean-Pierre Aumont, Patricia Roc, Cathy O'Donnell, Colette Marchand.

PLAY OF THE WEEK with top Hollywood names like Eddie Albert, Joan Leslie, Teresa Wright, Cesar Romero, Pat O'Brien and others.

THE BILL CORUM SPORTS SHOW with 26 of the GREATEST ATHLETES of the last half century.

BOBO THE HOBO with tuneful, musical puppets in each program.

plus . . . **OVER 250 HOURS OF AMERICA'S TOP FEATURE FILMS including:**

CHAMPAGNE FOR CAESAR, Ronald Colman, Celeste Holm, Vincent Price.

MILLIONAIRE FOR CHRISTIE, Fred MacMurray, Eleanor Parker, Richard Carlson.

D.O.A., Edmund O'Brien, Pamela Britton, Luther Adler.

THE FIREBALL, Mickey Rooney, Pat O'Brien, Marilyn Monroe.

MY DEAR SECRETARY, Laraine Day, Kirk Douglas, Keenan Wynn, Helen Walker.

MR. UNIVERSE, Jack Carson, Janis Paige, Bert Lahr.

IMPACT, Brian Donlevy, Ella Raines, Charles Coburn.

THE THIEF, Ray Milland.

AND . . . 31 of the FASTEST ACTION "WESTERNS" THAT EVER SWEPT ACROSS A SCREEN . . . REAL ACTION FROM START TO FINISH!

Many of these series are now delivering mass audiences to advertisers . . . at low, low cost . . . in many markets.

If you want "real excitement". . . TRY THE NTA KEY TO TOP TELEVISION PROGRAMMING . . . IN THE PALMER HOUSE, ROOM 700½ . . . NARTB CONVENTION.

try this key to

NTA's

Golden Treasure Chest

You might be the lucky winner of 500 pieces of "gold" worth

$250.00

VISIT THE NTA EXHIBIT
ROOM 700½
Palmer House, Chicago
NARTB CONVENTION

Look for the NTA Golden Girl at the convention. She has your lucky key.

or wire — write — phone

NTA **National Telefilm Associates, inc.**

***Executive Office:* 625 Madison Ave., New York 22, N. Y. • PLaza 5-8200**

Other offices: Boston, Beverly Hills, Detroit, Pittsburgh, St. Louis, Minneapolis, Denver, Chicago, District of Columbia, Dallas, Memphis, Miami, Philadelphia the matter came up, no policy decision was made.

Rep. Celler said he was "amazed" at the original Mundt decision, adding that the dignity of the Congress would not be enhanced and that "this show in particular is sufficiently grotesque." He warned that while there are current restrictions on the sponsor's messages, "the next move will be the interruption of the proceedings to advertise the sponsor!"

Said the Congressman: "Congressional activities are, and should be, seriously deliberative and should not be substitutions for the *Show of Shows.*"

FOUR MORE UHF PERMITS DELETED

FOUR more uhf permits were deleted by FCC last week for lack of prosecution while a fifth permit was surrendered for cancellation. Post-thaw deletions increase to 66 uhf and 12 vhf.

Home News Pub. Co., permittee of ch. 47 WDHN (TV) New Brunswick, N. J., returned the authorization to the Commission for deletion, citing the vhf set saturation of its area, availability of seven vhf signals from New York and the general plight of uhf in the U. S.

FCC deleted the following for lack of prosecution: ch. 34 KMER (TV) Merced, Calif.; ch. 43 WTLK (TV) Paducah, Ky.; ch. 16 KMSL (TV) Marshall, Tex., and ch. 41 WTTM-TV Trenton, N. J. All four permits expired and requests for extension were not filed, the Commission said.

KMER, WTLK and KMSL were headed by a New York group including Albin May, investments, and attorneys George Becker and Joseph Low. WTTM-TV was under permit to Peoples Broadcasting Corp., which operates WTTM Trenton plus WGAR Cleveland, WRFD Worthington, Ohio, and WMMN Fairmont, W. Va.

Home News Pub. Co. told the Commission it had planned a joint plant in cooperation with educational ch. 19 WTLV (TV) New Brunswick as an economy measure, but the state legislature refused funds for WLTV. As of May 1, 1953, 206,000 of 234,000 families in its area had vhf-only sets, Home News Pub. Co. said.

Senate Would Surpass House In Allowing FCC More Money

THE SENATE would give FCC more money to operate in fiscal 1955 than would the House.

The Commission's proposed budget, cleared by both House and Senate, now is in joint conference because of the differences, not only with FCC funds but also the recommended spending for other Independent Offices.

The Senate Wednesday cleared the appropriations for FCC, voting the agency $7,294,400 which is $750,000 more than the House approved. In doing this, the Senate permitted what it called "partial restoration" of funds for a special frequency usage monitoring program to survey the use of particular radio frequencies. The House had denied FCC $950,000 for this purpose. The Senate's figures show about $600,000 going for the new frequency usage program, and the rest of the increase for lands and structures and for improvement, care of grounds and repairs to buildings.

The money FCC would spend for broadcast activities is $1,231,190 under both the House and Senate versions. The Senate increase of $750,000 includes $150,000 which FCC did not spend during fiscal 1954.

Nielsen Tv Rating Scores 'Lucy' First, Then 'Dragnet'

THE *I Love Lucy* (CBS-TV) and *Dragnet* (NBC-TV) shows that have occupied the top two positions of the various rating services since the current tv season began are still on top, according to the latest national Nielsen-Ratings of the top 10 tv programs based on a two-week survey ending April 24. This is the second report for April:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	17,220
2	Dragnet (NBC)	15,247
3	Bob Hope Show (NBC)	14,322
4	Buick-Berle Show (NBC)	12,568
5	Colgate Comedy Hour (NBC)	12,158
6	Jackie Gleason Show (CBS)	11,743
7	You Bet Your Life (NBC)	11,554
8	Arthur Godfrey's Scouts (CBS)	11,201
9	Ford Theater (NBC)	10,812
10	Goodyear Tv Playhouse (NBC)	10,595

PER CENT OF TV HOMES REACHED
PROGRAM STATION BASIS

Rank	Program	Homes (%)
1	I Love Lucy (CBS)	60.4
2	Dragnet (NBC)	54.3
3	Bob Hope Show (NBC)	52.1
4	Buick-Berle Show (NBC)	45.8
5	Jackie Gleason Show (CBS)	45.2
6	Arthur Godfrey's Scouts (CBS	45.2
7	Colgate Comedy Hour (NBC)	42.9
8	You Bet Your Life (NBC)	41.0
9	Ford Theater (NBC)	40.6
10	Goodyear Tv Playhouse (NBC)	38.5

Copyright 1954 by A. C. Nielsen Co.

'Lucy,' 'Talent Scouts' Lead May 1-7 Trendex

CBS-TV's *I Love Lucy* and *Arthur Godfrey's Talent Scouts* took first and second place, respectively, in the Trendex ratings for evening sponsored tv network programs for the week of May 1-7. Complete listing follows:

Rank	Program	Rating
1.	I Love Lucy (CBS-TV)	56.9
2.	Talent Scouts (CBS-TV)	48.4
3.	Dragnet (NBC-TV)	37.6
4.	Comedy Hour (Martin & Lewis) (NBC-TV)	36.2
5.	This Is Your Life (NBC-TV)	33.5
6.	Ford Theatre (NBC-TV)	33.2
7.	Jackie Gleason (CBS-TV)	32.9
8.	What's My Line (CBS-TV)	31.5
9.	Red Buttons (CBS-TV)	31.2
10.	You Bet Your Life (NBC-TV)	30.1

Direct Mail Ads Increase

DIRECT MAIL Advertising Assn. has reported that American business spent an estimated $121,281,000 for direct mail advertising during March 1954, an increase of 6.43% over the expenditure for March 1953. The amount spent for the first three months of 1954 was listed at $330,693,928, an increase of $16,768,524 over the same period of 1953.

Radio Mon.—Tv Sat.

MONDAY is top night for radio listening, Saturday for tv viewing, according to the Nielsen Radio Index. November-December data showed 15.9% of homes using radio during the 6 p.m.-midnight period on Monday, with Tuesday almost as high, 15.8. In tv, 55.6% of tv homes had their tv sets tuned in on Saturday. Sunday ranked second with 55.0.

RTNDA SEEKS SPEEDY TV FILM DELIVERY

Methods of converting from physical transportation of news films to an electronic means is considered by radio-tv news directors' seminar.

TRANSMISSION of motion picture news film by color television is still "a long way off" whether on a local or network programming basis. Technology will mean speedier tv news transmission by electronic forces. But transmission of news film by coaxial cable or microwave relay will prove feasible only when the public demands it.

These opinions represented some of the highlights of the tv news seminar conducted jointly by the National Radio-Television News Directors Assn. and Northwestern U.'s Medill School of Journalism last week in Evanston, Ill.

Francis C. McCall, executive producer of NBC-TV's *Camel News Caravan,* cited color problems Thursday during one of 22 sessions held at the Orrington Hotel, which drew newsmen and managers from some 20 states and which comprised faculty members from broadcast, wire service and school fields.

Mr. McCall described problems of high cost and the time factor, along with the relatively poor quality of color news film. He said NBC has experimented with Kodachrome film for regular black-and-white and that local stations eventually would be airing community color film, but "not for several years." Feeling of NBC engineers, he added, is that color tv news will be on 35mm film.

Second in Significance

The second most significant subject touched on was whether a tv station can re-film newsreels off the picture tube and use them in its local news programs. Sherman Headley, WCCO-TV Minneapolis, felt the procedure could step up the process "12, 24 or 36 hours" and that stations now suffer on counts of immediacy and cost, with the airlines making most of the money.

Both Mr. McCall and Howard Kany, manager of CBS-TV Newsfilm in New York, expressed doubt that copy off the picture tube is practical. Mr. Kany said this might be a thing for the future, citing poor picture quality and extensive cost of processing such film. Mr. McCall agreed the quality is not quite that desired but thought that "in the long run some form of transmission will take over from the airlines."

John Cooper, radio-tv news director, INS New York and, W. C. Payette, UP New York, tv manager, favored the kinescoping method and Mr. Cooper even expressed regret over what he called the attitude of NBC and CBS. He said he thought it was a matter up to stations and a question of quality, as well as of the facilities of AT&T. Mr. Payette said it all boiled down to what viewers considered acceptable, and added UP was prepared to deliver film by cable if the public wants it.

Prof. Fred S. Seibert, director of U. of Illinois' journalism and communications school, claimed that kinescoping would probably be legal if the station involved were affiliated with the network involved—and if not, then this might well violate the Fair Trade Act. Messrs. McCall and Kany said their respective networks haven't probed into the precise legality of such things.

The rapid ascendancy of tv as a news me-

Mr. Milton Kaufman, President of Aquatogs, Inc., tells how:

He makes sales go up in a downpour

"Women, weather and fashion are fickle," says Milton Kaufman. "Put 'em together and you have our business—all-weather garments.

"When a town is hit by heavy rain – especially without warning – the demand for Aquatogs shoots up.

"We call on Air Express, ship and deliver in a matter of hours—and cash in on this peak demand. As you might guess, our customers are flattered by this service.

"We regularly send orders out Air Express every week in the year throughout the country.

"We also depend on Air Express to move goods without a hitch from our door to the retail store receiving room.

"Yet, practically all of our orders cost us less with Air Express than with other air services."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY dium was elaborated on by Sig Mickelson, CBS-TV news and public affairs director, who painted a picture of "pictorial journalism that will enable the public to get its news swiftly, interestingly and colorfully." He noted that network news telecasts are watched by some 10-million homes each evening.

There are surveys, Mr. Mickelson pointed out, which show that tv covers the same major news stories as radio and newspapers, and that video's progress in speed is "incredible." The reason, he claimed, is television's combination of "motion, detail and personality."

"As airline transportation improves, television news transmission is going to improve, and, as the technology of the transmission of pictures advances, so does the day when it may be possible to avoid the physical transportation of film completely and utilize electronic transportation instead."

Mr. Mickelson also described a charge that tv news operates at a low "intellectual" level as not "completely accurate" but at the same time one not to be lightly dismissed.

HARDY TO ADDRESS NATRFD ON JUNE 1

RALPH HARDY, NARTB vice president in charge of government relations, will be luncheon speaker at the first national radio-tv sales clinic of the National Assn. of Television & Radio Farm Directors in Chicago June 1, it was announced last week.

Some 54 stations are cooperating in the special session, for which printed programs have been mailed to more than 500 advertising and agency representatives. Plans were reported by Jack Jackson, KCMO Kansas City, NATRFD president. The clinic will be held at the Sheraton Hotel.

Among the morning topics and speakers listed are promotional advantages offered by radio-tv farm directors, with Mal Hansen, WOW-AM-TV Omaha; "Increasing Farm Audience," with Gerald L. Seaman, radio-tv director, Bert Gittins Adv., Milwaukee; "Tools for Selling Are Here," Charles H. Smith, research director, WCCO-AM-TV Minneapolis; "The Importance of Farm Radio and Television to American Agriculture," Lyle Webster, public information director, U. S. Dept. of Agriculture.

An afternoon panel on "How to Get the Most From Farm Radio and Television" will include P. A. Sugg, station manager, WKY-AM-TV Oklahoma City; Lew Van Nostrand, sales manager, WMT-AM-TV Cedar Rapids; Jack Dow, vice president and account executive, Bozell & Jacobs, Kansas City, and John H. Boyle, radio-tv director, Reynolds Metals Co., Louisville.

Presiding over morning sessions will be Merrill Langfitt, KMA Shenandoah and NATRFD secretary-treasurer. Frank Atwood, WTIC Hartford and NATRFD vice president, will be luncheon chairman.

Craig Heads N. Y. AWRT

NANCY CRAIG, WABC-TV New York women's commentator, was elected president of the New York Chapter of the American Women in Radio and Television last Monday at the annual dinner meeting in the Hotel Warwick. Miss Craig succeeds Dorothy Kemble, director of continuity acceptance for Mutual.

Other officers chosen were Pauline Frederick, NBC news commentator, first vice president; Martha Rupprecht, supervisor of recorded and film shows for CBS, second vice president; Mary McDonnell, assistant editor of *Radio-Television Daily*, recording secretary; Jayne Shannon of J. Walter Thompson Co., corresponding secretary, and Lillian Lang, program producer of BBC, treasurer. Ruth Crawford, director of the ABC library department, was elections dinner chairman.

PERMITTEES SET TV COMMENCEMENTS

WKNY-TV Kingston, N. Y. (ch. 66), is the station now closest to beginning commercial operations with regular programming probably getting underway this week. The uhf outlet, serving the mid-Hudson valley, will be affiliated with all four networks and represented by Meeker Tv Inc.

Reports from other stations:

John F. Patt, president of WJR, The Goodwill Station Inc., Detroit, which last week received a grant for ch. 12 at Flint, Mich., announced that construction of the tv transmitter will start within 60 days. "We plan to originate local and regional programs of the highest quality from Flint," Mr. Patt said. He also revealed that the radio and tv stations will be carried on as separate operations each with its own staff and studios.

WMTW (TV) Poland, Me. (Mt. Washington, N. H.), expects to start operation this summer. The ch. 8 outlet, owned by the Mt. Washington T. V. Inc., has started construction of studios at the Poland Spring Hotel, Poland Spring, Me. John H. Norton Jr., former vice president of ABC, has been appointed general manager.

WGAN-TV Portland, Me. (ch. 13), which started regular programming May 16, plans a formal dedicatory program early in June, C. E. Gatchell, vice president and general manager, reported. WGAN-TV is a primary CBS affiliate and also is affiliated with ABC.

The following stations have reported they expect to begin regular programming by June 30:

WMSL-TV Decatur, Ala. (ch. 23); KQED (TV) Berkeley, Calif. (ch. 9), educational; KFXJ-TV Grand Junction, Colo. (ch. 5); WDBO-TV Orlando, Fla. (ch. 6); WGOV-TV Valdosta, Ga. (ch. 37); WINT (TV) Waterloo, Ind. (ch. 15); WBOC-TV Salisbury, Md. (ch. 16); KDRO-TV Sedalia, Mo. (ch. 6); WCET (TV) Cincinnati (ch. 48), educational; KTEN (TV) Ada, Okla. (ch. 10); KGEO-TV Enid, Okla. (ch. 5); WLAC-TV Old Hickory (Nashville), Tenn. (ch. 5); KVDO (TV) Corpus Christi, Tex. (ch. 22).

WBAP-TV Inaugurates Local Colorcasting

A THREE-HOUR colorcast inaugurated local live color tv broadcasting from WBAP-TV Fort Worth last week. The program was preceded by a luncheon at Fort Worth's Hotel Texas, attended by Brig. Gen. David Sarnoff, RCA board chairman, and Amon Carter, chairman of Carter Publications Inc. (*Fort Worth Star-Telegram*), and southwest telecasters, advertisers, advertising agency men and state and local dignitaries.

The show was seen on receivers placed in department and appliance stores in the Fort Worth-Dallas area, as well as at the Hotel Texas.

In a speech at the luncheon preceding the program, Gen. Sarnoff predicted that all tv programs will be in color in the future. "The viewer will be able to see the programs in color or in black and white simply by turning a knob on his set," Gen. Sarnoff said. "Within 10 years," he added, "it will be just as inconceivable to build a set that couldn't take color as it would be now to build a screen that could get pictures but not sound."

Gen. Sarnoff also said that in 10 years, "nothing that exists in radio or television today, on the transmitting or receiving side, will be anything but a museum piece."

THROWING the switch to inaugurate color broadcasts by WBAP-TV Fort Worth are Brig. Gen. David Sarnoff (l), RCA chairman, and Amon Carter, Carter Publications chairman.

Color receiver prices, now about $1,000, will, in three or four years, be selling "within the range of the masses," Gen. Sarnoff said.

And, the RCA board chairman went on, eventually all advertising on tv will be in color.

Coming are 3-D and international tv, Gen. Sarnoff predicted. Also, said Gen. Sarnoff, eventually the set owner will be able to make his picture as large or as small, as light or as dark, as he desires.

The next development in radio, Gen. Sarnoff said, will be the personal radio, built so that each individual can carry his radio set in his pocket. "In 10 years," he predicted, "this will be regarded as essential as a timepiece—and it will have a market equal to the number of persons in the world."

Mr. Carter pointed out that the trend to color advertising is being felt in the newspaper business as well as in television. He recalled that he didn't think radio was worth a "blankety-blank" 32 years ago when Harold Hough, then circulation manager of the *Star-Telegram* and now vice president and director of radio-tv for Carter Publications, told him that "we should get into the radio business."

WBAP, which began operating in 1922, now radiates 50 kw on share time channels 820 kc and 570 kc (with WFAA Dallas).

WBAP-TV began in 1948. It operates on ch. 5 with George Cranston as manager.

Among those present at the luncheon were Robert Sarnoff, NBC executive vice president; Harry Bannister, NBC vice president in charge of station relations, and Sheldon Hickox, NBC manager of station relations.

A. Roland Trenchard Dies

ALFRED ROLAND TRENCHARD, 56, public relations director for the Bremer Broadcasting Corp., operators of WAAT-WATV (TV) Newark, N. J., died May 13 in Fort Pierce, Fla., where he had lived the past eight months following a leave of absence from his radio-tv post because of ill health.

His wife, Janice, and a sister, Mrs. H. W. White, survive him.

STATION PEOPLE

Jean G. Williams elected president, Guy Gannett Pub. Co., Portland, Me., owner and operator, WGAN-AM-TV there, succeeding her father, **Guy Gannett,** who died April 26. A son, **John H. Gannett,** elected vice president.

MR. FEARNHEAD

H. G. Fearnhead, general manager, KYA San Francisco, elected vice president, KYA Inc., according to an announcement from **J. Elroy McCaw,** president.

Carl Harold, account executive, WTVJ (TV) Miami, named regional national account executive, assigned to national sales dept., that station.

MR. BOGHOSIAN

Ed Boghosian, sales dept. account executive, WJAR-TV Providence, R. I., placed in charge of national sales.

Frank E. Wilson, sales representative, WIRK West Palm Beach, Fla., appointed local sales manager, WIRK-TV. **Bill Stokes,** WIRK copywriter, appointed copy director and publicity writer, WIRK-TV.

Ada Alfred, formerly in radio representative and advertising agency fields, named assistant advertising and program manager, WINS New York. **Charles E. Seitman,** formerly sales manager, WLIB New York, to WINS sales staff.

MR. SCHELLENBERG

Robert W. Schellenberg, account executive, WTOP-TV and WTOP Washington, appointed sales manager, latter station.

Norman Hawkins, formerly general manager, KXLY-TV Spokane, Wash., appointed account executive, CKLW Windsor, Ontario.

Joseph G. Fisher, account executive, Free & Peters Tv, Chicago, to Television Diablo Inc., as sales manager of KHOF Stockton, new vhf station scheduled to start operating in August.

Fred Mathews named commercial manager, KETX-TV Tyler, Tex.

Keith Royer named promotion manager, WOW Omaha, Neb.

Lee Manson, announcing staff, WELI New Haven, named radio program director, WNHC New Haven.

Eddie Reynolds, formerly with WBBM Chicago and Foote, Cone & Belding, to sales and sales promotion staff of WAIT Chicago.

WGN-AM-TV, WPIX (TV) '53 Sales Up—McCormick

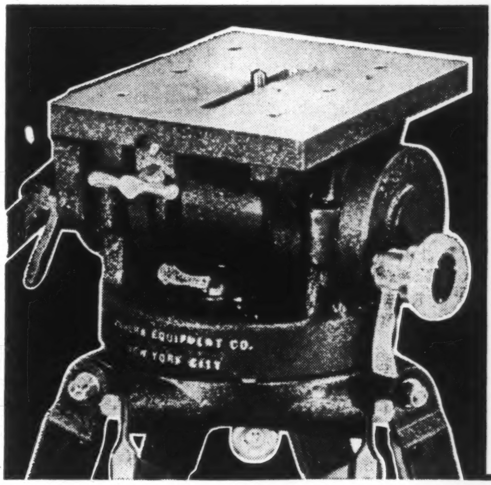
COMBINED sales volume of WGN-AM-TV Chicago and WPIX (TV) New York in 1953 was the "largest in their history," Col. Robert R. McCormick, president, has announced.

In an annual report to stockholders, Col. McCormick listed combined gross revenues of the Tribune Co. and 11 subsidiaries as totaling nearly a quarter-billion dollars. He cited, among new investments since 1945, a new building for WGN and television facilities for WGN-TV and WPIX. Sales volume of the radio-tv outlets was not revealed. WPIX is licensed to News Syndicate Co., publisher of the New York *Daily News.*

Four Tv Executives Named By Jefferson Standard

FOUR executives have been appointed at WBTV (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C., Charles H. Crutchfield, executive vice president and general manager of the Jefferson Standard Broadcasting Co., announced last week.

Appointed managing director of WBTW was J. William Quinn, WBTV program supervisor. Robert Rierson, WBT Charlotte program director, will be WBTW program-production head. Mr. Quinn will be replaced as program super-



No More Groping...

NEW MODEL C

"BALANCED" TRIPOD HEAD

gives you correct center of gravity

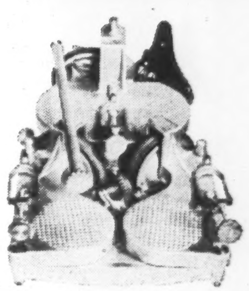
...in a Flash!

No more groping for center of gravity. The new Model C "Balanced" Tripod Head is equipped with a convenient, accessible positioning handle mounted below the top plate, which allows the operator to reposition the camera to the correct center of gravity. No matter what focal length lens is used on the camera turret, the camera can be balanced on the Model C Head without loosening the camera tie-down screw.

It has all the features which have made the "Balanced" head a gem of engineering ingenuity—quick release pan handle, tilt-tension adjustment to suit your preference. It's a Cameraman's dream!

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

Dolly folds to fit into carrying case — 18"x 12"x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying. ➧



◀ Dolly assembled—with tripod mounted. Also mounts Baby tripod.

WE SELL, RENT & SERVICE CAMERAS ☆ MOVIOLAS ☆ EDITING & LIGHTING EQUIPMENT Complete line of 16mm and 35mm equipment for rent.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. BELL & HOWELL: Standard, Shift-over, Eyemo. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA Editing Machines. Synchronizers. DOLLIES.

WE CALIBRATE LENSES—Precision "T" Stop calibrations of all types and focal lengths.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

We design and manufacture lens mounts. In fact, we are specialists in all motion picture and TV photographic needs.

visor at WBTV by Lacy S. Sellers, WBTV film supervisor, while Charles B. Seward, WFMY-TV Greensboro, N. C., film director,

MR. QUINN

MR. SEWARD

MR. RIERSON

MR. SELLERS

will replace Mr. Sellers as WBTV film supervisor.

WBTW, recently assigned call letters by the FCC, will operate on ch. 8 with maximum 316 kw power.

HALLE-LUJAH!

Salvation is here again for summer advertising!

Operation Sunburst

Dynamic $100,000 summer sales promotion for Crosley Group Advertisers

WATCH FOR THE BIG ANNOUNCEMENT

Gold Leaves NSSC, Organizes Own Firm

Mel Gold Productions will produce tv program, industrial, theatrical and commercial films and will produce and package live tv shows.

RESIGNATION of Melvin L. Gold, for the past seven years director of advertising, publicity and television for National Screen Service Corp., New York, was announced last week by Herman Robbins, NSSC president. The resignation takes effect this Friday.

MR. GOLD

Simultaneously, Mr. Gold announced he will form his own organization, Mel Gold Productions, New York, for production of tv program films, industrial films, theatrical films, and tv film commercials and for packaging and producing live tv shows. He has set up headquarters at 1639 Broadway (Capital Theatre Bldg.).

Mr. Gold was one of the founders in 1948 and the first president of the National Television Film Council, an industry-wide organization representing tv film distributors and producers, advertising agencies, networks and stations. He served as president four terms and was twice board chairman.

Mr. Gold entered the motion picture industry in 1930 as a poster clerk for Metro-Goldwyn-Mayer, and later served as assistant office manager of M-G-M's Chicago offices. Before joining National Screen Service Corp. in Hollywood in 1943 in theatrical exhibition work, Mr. Gold had been with Filmack Trailer Co. as advertising manager. Later in 1943 he was named director of advertising and publicity for NSSC and in 1947 was delegated the additional responsibility for films production. In the latter capacity, he established the television department, said to be one of the largest tv commercial producing organizations in the country.

Mr. Gold, who is serving again as president of the National Television Film Council, is a member of the Associated Motion Picture Advertisers, the Publicity Club of New York, the Radio & Television Executives Society and Cinema Lodge, B'nai B'rith.

Screen Gems Revamps Production Department

LARGE-SCALE reorganization of the production department of Screen Gems Inc., New York, tv subsidiary of Columbia Pictures, was announced last week by Ralph Cohn, vice president and general manager of Screen Gems, in a move said to result from "the large increase in eastern tv film production."

As part of the reorganization, Mr. Cohn announced that Benedict Berenberg has been named executive producer of Screen Gems. Mr. Berenberg will be in complete charge of all East Coast production, with responsibility for the creative department, studio and location filming, editing and laboratory supervision. He will continue personally to produce *The Big Playback*, quarter-hour sports program currently sponsored for the second year by The Ethyl Corp. on a spot basis in 50 markets.

Among the personnel who will work with Mr. Berenberg, Mr. Cohn said, are Howard Magwood, producer-director, who was a free-lance producer before joining Screen Gems, and Selmer Chalif, who becomes production manager.

Simultaneously Mr. Cohn announced that M. Peter Keane has been appointed director of technological development for Screen Gems. Mr. Keane will be responsible for technological research and progress, with emphasis on color work.

Mr. Cohn said that a new animation department under Mr. Berenberg will be created shortly, and that he has been interviewing leading animators on the West Coast to fill these positions. This department will round out Screen Gems' facilities for various type of tv and commercial film production in New York, Mr. Cohn added.

KTTV (TV) Acquires 'Fabian' in 12 States

KTTV (TV) Hollywood last week completed negotiations with Telefilm Enterprises for rights to *Fabian of Scotland Yard* in 12 western states. One of the largest regional tv deals consummated, it marks Telefilm's first major sale of property. The series, starring British actor Bruce Seton, is based on authentic case histories from the files of Robert Fabian, former superintendent of Scotland Yard. The group of 39 half-hour films is made by Anthony Beauchamp Productions in London. The contract gives KTTV control of the series in California, Oregon, Washington, Idaho, Utah, Arizona, Montana, Wyoming, Colorado, Nevada, New Mexico and Texas.

The station two months ago acquired rights to *Stories of the Century* in California, Oregon, Washington and Arizona from Hollywood Television Service, and announces recent sale of the series to Anheuser-Busch Inc. (Budweiser) in six markets. The firm will sponsor the program in Seattle, Portland, Spokane, Boise, Twin Falls and Idaho Falls for 52 weeks. Agency is D'Arcy Adv. Co., St. Louis.

Flamingo Films Draws Response to Offering

FLAMINGO Films, New York, reported last Thursday that 12 advertising agencies have expressed interest in the tv film company's new plan to produce at no cost or obligation to the agency two pilot films of a projected dramatic series.

As outlined by Sy Weintraub, Flamingo partner and supervisor of sales, the plan ties in with Flamingo's all-round program development strategy, which forms the basis for the company's 26-program dramatic series to be produced overseas by Monte Carlo Productions. The latter company consists of a partnership of Flamingo Films and Ed Gruskin, Marty Poll and Toney Bartley.

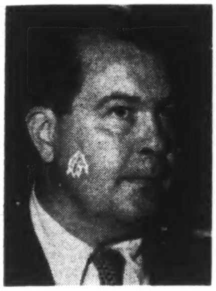
Mr. Weintraub explained that of the 26-half hour programs, 13 sets of two "pilots" each will be produced, with a similar format or story line to be used as the basis for developing separate new series with possibly the same star and format. As Mr. Weintraub envisions it, before production starts, an agency will have the opportunity to select the format and star it has in mind and work out details in conjunction with Flamingo. Following production of the "pilots" at an estimated cost of $32,500 each, the agency, at no cost to itself, receives first refusal rights on a series embracing its idea. The agency will pay for "the pilots" if it elects to purchase them.

Mr. Weintraub pointed out that the plan will enable an agency to obtain two "pilots" of a series molded to its specifications, and at the same time Flamingo is provided with assistance on formats and story ideas for its 26 films. Production on the "pilot" series will start in July for release in September, and any series developed from the originals will be launched into production in the fall.

Reaction from the 12 interested agencies has been "tremendous," Mr. Weintraub reported. Several have approached him with a definite star in mind and others with a specific format, he said. Following the NARTB Convention, Mr. Weintraub said, he plans to sit down with agency executives and work out details.

Bonded Tv Film Service Names McClure Sales Head

APPOINTMENT of Donald N. McClure, recently associate producer of Owen Murphy Productions, New York, as general sales manager of Bonded Tv Film Service Inc., New York, was announced last week by Chester M. Ross, president.


MR. McCLURE

Mr. McClure previously had served three years as director of radio and tv production of McCann - Erickson and prior to that had been director of films and tv for N. W. Ayer & Son. He is a founder and past president of the American Television Society and is a member of the board of directors of the Radio & Television Executives Society.

Bonded Tv Film Service handles all phases of tv film shipping, examination, storage, routing and expediting. A West Coast office, managed by Stanley Halperin, was opened in Los Angeles last March. Manny Kandel is vice president and general manager of Bonded.

GT Film Adds Three

ADDITION of three account executives to the staff of General Teleradio Film Division was announced May 14 by Peter Robeck, sales manager; William Finkeldey of CBS-TV Film Sales, who will work out of the New York office; Wade Barnes, who will cover the Midwest from the Chicago office, and Charles E. Morin, who has handled sales in 11 western states for KTTV (TV) Hollywood's *Time for Beanie* and who will operate out of General Teleradio's Los Angeles office. All three formerly were associated with Mr. Robeck at Consolidated Tv Sales.

MR. BARNES

MR. FINKELDEY

NARTB REGISTRATION

(Continued from page 50)

Booth, John L., Booth Radio, Detroit, Mich.
Booth, John L. (Mrs.), Booth Radio, Detroit, Mich.
Booth, Robert W., WTAG Worcester, Mass.
Borin, Leo, KOTA Rapid City, S. Dak.
Boss, Lewis J., Philco Corp., San Francisco, Calif.
Bostic, Thomas C., KIMA-TV Yakima, Wash.
Bostick, M. N., KWIX Waco, Tex.
Boundy, Glenn G., WJBK-TV Miami, Fla.
Bowden, J. L., WKBN-TV Youngstown, Ohio
Bowley, Raymond J., WPTZ Philadelphia, Pa.
Bowling, Henry S.
Boyd, Gerald F., WPAY, Portsmouth, Ohio
Brace, Clayton, KLZ-TV Denver, Colo.
Braden, Paul F., WPFB Middletown, Ohio
Bradham, Douglas M., WTMA Charleston, S. C.
Bradshaw, Joseph D., WRFD, Worthington, Ohio
Brahm, Robert, Screen Gems Inc., New York, N. Y.
Brandt, Otto P., KING-TV, Seattle, Wash.
Braun, C. M., Joint Committee on Educational Television, Washington, D. C.
Brechner, Joseph L., WGAY Silver Spring, Md.
Breecher, Art, Official Films Inc., New York, N. Y.
Bremer, Frank V., WAAT Newark, N. J.
Brenner, Joseph, KBAY-TV San Francisco, Calif.
Brewer, Dudley D., The Branham Co., Chicago, Ill.
Bridges, Loren F., KTIS Minneapolis, Minn.
Briggs, J. P., WSLS Roanoke, Va.
Brines, Paul C., WIRL Peoria, Ill.
Brinkman, Harold, WXEL-TV Cleveland, Ohio
Britt, Charles B., WLOS Asheville, N. C.
Broidy, William, Official Films Inc., New York, N. Y.
Broman, E. J., Ziv Television Programs Inc., Cincinnati, Ohio
Brooks, Vilah G., WPAR Parkersburg, W. Va.
Brott, F. J., KOMO-TV Seattle, Wash.
Brown, John E. Jr., KUOA Siloam Springs, Ark.
Brown, Kenyon, KWFT Wichita Falls, Tex.
Brown, R. M., KPOJ Portland, Ore.
Brown, Robert I., DuMont Television, New York, N. Y.
Brown, Walter J., WSPA-TV Spartanburg, S. C.
Buckendahl, Harry H., KOIN Portland, Ore.
Bullard, George E., KSET El Paso, Tex.
Bullen, Reed, KVNU Logan, Utah
Bullitt, Dorothy S., KING-TV Seattle, Wash.
Burbach, George M., KSD-TV St. Louis, Mo.
Burke, Bobby, KTTS Springfield, Mo.
Burke, Eugene
Burke, Harry, KFAB, Omaha, Nebr.
Burkland, C. J., WAVY Portsmouth, Va.
Burnett, Leland J. Jr., Adler Communications Labs., New Rochelle, N. Y.
Burow, Robert J., WDAN-TV Danville, Ill.
Burton, Don, WLBC-TV Muncie, Ind.
Butts, James H., KOA Denver, Colo.

C

Caldwell, P. G., KABC-TV Hollywood, Calif.
Caldwell, Spence W., S. W. Caldwell Ltd., Toronto, Ont.
Caley, Charles C., WMBD Peoria, Ill.
Callanan, J. Vincent, WNHC-TV New Haven, Conn.
Campbell, Dick, KOTV Tulsa, Okla.
Campbell, Martin B., WFAA-TV Dallas, Tex.
Campbell, Thomas B., The Branham Co., New York, N. Y.
Carey, Sam S., WRVA Richmond, Va.
Carino, Larry, KTNT-TV Tacoma, Wash.
Carlisle, William, Rust Industrial Co. Inc., Manchester, N. H.
Carlson, Hal, Illinois Bell Telephone Co., Chicago, Ill.
Carpenter, H. K., WHK Cleveland, Ohio
Carpenter, Robert, MBS, New York, N. Y.
Carr, Eugene, WHBC Canton, Ohio
Carter, Ken, WAAM Baltimore, Md.
Carter, W. W. Jr., WTRY Troy, N. Y.
Case, Ross E., KWAT Watertown, S. Dak.
Casper, Cy, WBBZ Ponca City, Okla.
Cassens, Gerald J., WLDS, Jacksonville, Ill.
Castle, Clemens X., WJBK-TV Miami, Fla.
Caudle, L. L. Jr., WSOC Charlotte, N. C.
Cavanagh, Robert, Allen B. DuMont Labs. Inc., Passaic, N. J.
Cessna, Robert, WSAM Saginaw, Mich.
Chandler, G. C., CJOR Ltd.
Chapin, Richard W., KFOR Lincoln, Neb.
Chase, Eugene A., WKJG Fort Wayne, Ind.
Chatterton, C. O., KWLK Longview, Wash.
Cherpack, John Jr., WBBW Youngstown, Ohio
Chinski, Gerald R., KXYZ Houston, Tex.
Chipp, Rodney D., DuMont Television, New York, N. Y.
Chisman, Thomas P., WVEC-TV Norfolk, Va.
Chismark, A. H., WTRY Troy, N. Y.
Cisler, Stephen A., KXKX, San Francisco, Calif.
Cissna, Norman, WTTV Bloomington, Ind.
Clark, Barney, WIBW-TV Topeka, Kans.
Clark, E. H., Booth Radio, Detroit, Mich.
Clark, V. V. "Bud," KOOK Billings, Mont.
Clark, W. H., KFSB Joplin, Mo.
Clark, William L., ABC Film Syndication Inc., Hollywood, Calif.
Claussen, Gene, KXIC Iowa City, Iowa
Clay, Henry B., KWKH Shreveport, La.
Clayton, Vincent E., KSL Salt Lake City, Utah
Cleghorn, John H., WHBQ, Memphis, Tenn.
Cline, Neil, WHAS Louisville, Ka.
Clinton, George, WPAR, Parkersburg, W. Va.
Clipp, Roger W., WFIL Philadelphia, Pa.
Close, Richard, NBC, New York, N. Y.
Cobb, Grover C., KVGB Great Bend, Kans.
Cobb, Willard L., KALB Alexandria, La.
Cochran, Wallace D., RCA Victor Division—Recorded Program Services, Atlanta, Ga.
Codel, Edward, Katz Agency

SAVE
UP TO 20%
BUY THE JOHN POOLE
BIG IMPACT STATIONS
New Group Discounts
are now in effect

In Central California
KBID-TV FRESNO
Channel 53
POWER-BACKED 470,000 WATTS
COVERAGE OF THE WHOLE
CENTRAL SAN JOAQUIN VALLEY

KBIF The Valley Music Station
900 KC • 1,000 WATTS
1117 "N" STREET, FRESNO

In Southern California
KBIG The Catalina Station
740 KC • 10,000 WATTS
The Giant Economy Package
of Southern California Radio

Your Advertising Dollar
Buys More when you buy
the "B I" Stations.

Save up to 20% with
combination discounts

For details ask any
John Poole station salesman
or Robert Meeker Man

JOHN POOLE
BROADCASTING CO.
KBID-TV • KBIF • KBIG
6540 Sunset Boulevard
Hollywood 28, California • HOllywood 3-3205

Coe, Bernice (Miss), Sterling Television Co. Inc., New York, N. Y.
Coe, Robert L., DuMont, New York, N. Y.
Cohan, John C., KSBW Salinas, Calif.
Cohen, I. T., Cohen, Roberts & Kohler, Atlanta, Ga.
Cohen, Julius, George C. Davis, Consulting Radio Engineer, Washington, D. C.
Coleman, George D., WGBI Scranton, Pa.
Colledge, Charles H., NBC, New York, N. Y.
Collie, George, KDUB-TV Lubbock, Tex.
Collier, Joe W., George C. Davis, Consulting Radio Engineer, Washington, D. C.
Collins, Earl R., Hollywood TV Service Inc., Hollywood, Calif.
Collins, J. M., ASCAP, New York, N. Y.
Compton, Robin D., George C. Davis, Consulting Radio Engineer, Washington, D. C.
Comte, George, WTMJ-TV Milwaukee, Wis.
Conaty, Elizabeth (Miss), WSAZ-TV Huntington, W. Va.
Connor, Roland E., Eastman Kodak Co., Rochester, N. Y.
Conwell, Frank, WKRG Mobile, Ala.
Conwell, John O., KOMU-TV Columbia, Mo.
Cook, Charles R., WJPF Herrin, Ill.
Cooke, Kenneth E., WGBI Scranton, Pa.
Coomes, Harold E., KTVQ-TV Oklahoma City, Okla.
Cooper, Virginia N., WJLS Beckley, W. Va.
Corken, Maurice J., WHBF-TV Rock Island, Ill.
Corradine, Tom, Official Films Inc., New York, N. Y.
Costelow, John A., Lehigh Structural Steel Co., Topeka, Kans.
Covell, Arthur E., WKZO Kalamazoo, Mich.
Cowin, Sherrill, KAKE Wichita, Kans.
Cox, H Quenton, KGW Portland, Ore.
Craddock, Douglas L., WLOE Leaksville, N. C.
Craig, Bill, WLBC-TV Muncie, Ind.
Cranston, George, WBAP-TV Fort Worth, Tex.
Craven, T. A. M., Craven Lohnes and Culver, Washington, D. C.
Creutz, John, Page, Garrison & Waldschmitt, Washington, D. C.
Croley, William T., Screen Gems, Inc., New York, N. Y.
Cruger, Bernard W., WRGB Schenectady, N. Y.
Crutchfield, Charles H., WBT Charlotte, N. C.
Curry, William, KTTS Springfield, Mo.
Curtis, James R., KFRO Longview, Tex.

D

Dabadie, Roy J., WJBO Baton Rouge, La.
Dahl, Howard, WKBH La Crosse, Wis.
Dalton, Jane, WSPA Spartanburg, S. C.
Damm, Walter J., WTMJ-TV Milwaukee, Wis.
Danielson, A. V., American Telephone & Telegraph Co., Chicago, Ill.
Dargusch, Carlton S. Jr., Ohio Assn. of Radio and TV Broadcasters, Columbus, Ohio
Daubendick, A. W., WWTV Cadillac, Mich.
Daubenmeyer, Howard, WTRF-TV Wheeling, W. Va.
Davidson, Bryan, WFIW Fairfield, Ill.
Davis, Donald D., WHB Kansas City, Mo.
Davis, Edward, KDFC San Francisco, Calif.
Davis, George C., George C. Davis, Consulting Radio Engineer, Washington, D. C.
Davis, Walter L., George C. Davis, Consulting Engineer, Washington, D. C.
Day, Carl, WOC Davenport, Ia.
Day, Carroll E., KNOX Grand Forks, N. D.
Day, John P., KAY-Lab, Inc., San Diego, Calif.
DeDominicis, Aldo, WNHC New Haven, Conn.
DeGrott, Don, WWJ Detroit, Mich.
DeLand, Allan M., Educational TV & Radio Center, Ann Arbor, Mich.
DeLaney, Glover, WHEC Rochester, N. Y.
deNeuf, D. K., WRRD Ithaca, N. Y.
Dennis, Bruce W., WGN Chicago, Ill.
Denny, Charles R., NBC, New York, N. Y.
Denton, Ralph F., WSFC Somerset, Ky.
DeRose, Charles N., WHYN Holyoke, Mass.
DeSmit, Donald W. Jr., WKZO Kalamazoo, Mich.
Devaney, Frank M., WMIN-TV Saint Paul, Minn.
Dewing, Harold L., WCVS Springfield, Ill.
DeWitt, John H. Jr., WSM Nashville, Tenn.
DeWolf, John B., Philco Corp.
Diamond, Paul, Unity Television Corp., New York, N. Y.
Dickensheets, Lewis, WIBW-TV Topeka, Kans.
Dickoff, Charles R., WBEV Beaver Dam, Wis.
Dickson, Walter L., WABI-TV Bangor, Maine
Diehm, Victor C., WAZL Hazleton, Pa.
Digges, Sam, CBS Television
Dillaber, Maynard E., WMVA Martinsville, Va.
Dillard, Everett L., WDON Wheaton, Md.
Dille, John F. Jr., WSJV-TV Elkhart, Ind.
Dinsmore, Richard, Screen Gems Inc., New York, N. Y.
Dippell, Ralph E. Jr., George C. Davis, Consulting Radio Engineer, Washington, D. C.
Dirks, Dietrich, KLOM Sioux City, Ia.
Dillon, Bob, KRNT Des Moines, Iowa
Dobin, Paul, Cohn & Marks, Washington, D. C.
Doering, Leo A., Emsco Manufacturing Co., Dallas, Tex.
Doerr, Bill, WEBR Buffalo, N. Y.
Doherty, Richard P., Consultant
Donegan, Louise (Mrs.), KPAC Port Arthur, Tex.
Doty, Dwight D., Haley, Doty & Schellenberg, Washington, D. C.
Dougherty, Frank Harrington, Righter & Parsons Inc., San Francisco, Calif.
Dougherty, W. Earl, KXEO Mexico, Mo.
Douglas, Harold, KMMO Marshall, Mo.
Douglas, J. H., General Electric Co., Dallas, Tex.
Douglas, Jack E., WFIN Findlay, Ohio
Draughon, Louis R., WSIX Nashville, Tenn.
Dreher, Fred, RadiOzark Enterprises, Springfield, Mo.
Dreher, Robert L., WGAL-TV Lancaster, Pa.
Driscoll, George S., WHAM Rochester, N. Y.
Droke, O. S., KWKH Shreveport, La.
Duke, Charles R., WSIX Nashville, Tenn.
Durwood, Stanley H., KEDD-TV Wichita, Kans.
Duszak, H., RCA
Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.

E

Ebel, A. James, KOLN-TV Lincoln, Nebr.
Edholm, William, KJEO Fresno, Calif.
Edwards, William J., WKNX-TV Saginaw, Mich.
Ekberg, William, KFYR-TV Bismarck, N. Dak.
Ekstrum, Robert N., WCCO-TV Minneapolis, Minn.
Elliot, Ian A., KATL Miles City, Mont.
Elliott, Howard R., WREX-TV Rockford, Ill.
Elliott, K. B., Houston Fearless Corp., Los Angeles, Calif.
Elliott, Paul, KRNT Des Moines, Iowa
Elliott, Wendell, KGNO Dodge City, Kans.
Ellis, William C., M. B. Campbell
Ellsworth, William C., KDKA Pittsburgh, Pa.
Ely, Thomas T., WPTZ Philadelphia, Pa.
Enoch, Robert D., WXLW Indianapolis, Ind.
Eppel, Ray, KORN Mitchell, S. Dak.
Epperson, Ralph D., WPAQ Mt. Airy, N. C.
Ermeling, William K., RadiOzark Enterprises, Chicago, Ill.
Esau, John, KTVQ-TV Oklahoma City, Okla.
Essex, Harold, WSJS Winston-Salem, N. C.
Evans, Haydan R., WBAY Green Bay, Wis.
Evans, Herbert E., WRFD Columbus, Ohio
Evans, Ralph, WHO Des Moines, Iowa

F

Fagans, Allen J., Standard Rate & Data Service Inc., Chicago, Ill.
Faraghan, Jay, WGN-TV Chicago, Ill.
Farneti, William E., WNBF-TV Binghamton, N. Y.
Farquhar, Burkett, WBAY Green Bay, Wis.
Faulkner, John, WTSP St. Petersburg, Fla.
Fay, Richard A., Philco Corp.
Fay, Robert A., WLDS Jacksonville, Ind.
Fay, William, WHAM Rochester, N. Y.
Fehlman, Robert C., WHBC Canton, Ohio
Feldman, Samuel E., ASCAP, Baltimore, Md.
Fender, Robert E., RCA Victor Division—Recorded Program Services, Dallas, Tex.
Ferguson, Bert, WDIA Memphis, Tenn.
Ferguson, Robert W., WTRF-TV Wheeling, W. Va.
Feroe, Barton K., WDEL-TV Wilmington, Del.
Fetzer, John E., WKZO Kalamazoo, Mich.
Field, George, RCA Victor Division—Recorded Program Services, New York, N. Y.
Filion, Edgar B., Robert Meeker Associates Inc., New York, N. Y.
Findley, Lauren K., Continental Electronics Mfg. Co., Dallas, Tex.
Fine, Jesse D., WFIE-TV Evansville, Ind.
Finkelday, William, General Teleradio
Firestone, Len, Unity Television Corp., New York, N. Y.
Firmin, James H., WMOK Metropolis, Ill.
Fisher, Ben S., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.
Fisher, Les, Collins Radio Co., Cedar Rapids, Iowa
Fitzgerald, Harold, SESAC Inc., New York, N. Y.
Fitzpatrick, Horace, WSLS-TV Roanoke, Va.
Fitzsimmons, Edwin J., Weed & Co., New York, N. Y.
Fitzsimonds, F. E., KFYR-TV Bismarck, N. D.
Flaherty, Eugene F., Perkins Bros. Co.
Flanagan, F. L., Station Representatives Assn., New York, N. Y.
Fleckenstein, William, WJET Erie, Pa.
Fletcher, Frank U., Spearman & Roberson, Washington, D. C.
Fletcher, Fred, WRAL Raleigh, N. C.
Fletcher, Henry H., KSFI Pocatello, Idaho
Fletcher, James C. Jr., WABI-TV Bangor, Maine
Fletcher, Ruthe A., KSEI Pocatello, Idaho
Flett, Deane R., KSLA Shreveport, La.
Floyd, C. W., American Telephone & Telegraph Co., New York, N. Y.
Flynn, Glenn, WOW-TV Omaha, Neb.
Flynn, Roy M., KRLD-TV Dallas, Tex.
Flyr, Jerry, KFAB Omaha, Neb.
Fogarty, Frank P., WOW-TV Omaha, Neb.
Ford, Dean, KVSO Ardmore, Okla.
Forget, T. W., Rust Industrial Co. Inc., Manchester, N. H.
Foulds, Blair, General Precision Lab., Pleasantville, N. Y.
Fowler, Clint, KGER Long Beach, Calif.
Fox, Joe C., WHAS Louisville, Ky.
Fox, Sylvan, KSYL Alexandria, La.
Francis, Lee (Miss), ABC Film Syndication Inc., New York, N. Y.
Frase, E. C. Jr., WMCT (TV) Memphis, Tenn.
Frechette, George T., WFHR Wisconsin Rapids, Wis.
Friedheim, Robert W., World Broadcasting System Inc., New York, N. Y.
Fritze, Warren, WMIN St. Paul, Minn.
Fugate, John H., KATV (TV) Pine Bluff, Ark.
Full, Elliott, KXIC Iowa City, Iowa
Fulton, Harold W., WHO-TV Des Moines, Iowa
Fuqua, J. B., WJBF Augusta, Ga.

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Neely, Hal G., Allied Record Manufacturing Co., New York, N. Y.
Neely, Orville, WDAN-TV Danville, Ill.
Nelson, Art, WEVE Eveleth, Minn.
Nelson, Herb, KOKX Keokuk, Ia.
Nelson, Ivar, KFYR-TV Bismarck, N. D.
Nelson, Norman, BAB, New York, N. Y.
Nelson, Perry, KMJ-TV Fresno, Calif.
Nelson, Ted., WFIE-TV Evansville, Ind.
Newby, Harold, KAKE Wichita, Kan.
Newkirk, Van C., KHJ Los Angeles, Calif.
Nickles, Robert W., KFAL Fulton, Mo.
Nimmons, Ralph W., WFAA-TV Dallas, Tex.
Nolte, Vernon A., WHIZ-TV Zanesville, Ohio
North, John E., KEDD-TV Wichita, Kan.
Nostrand, Lew Van, WMT-TV Cedar Rapids, Iowa
Nunan, Thomas R., WLEV-TV Bethlehem, Pa.
Nunes, Robert, Official Films Inc., New York, N. Y.
Nunn, Gilmore N., WLAP Lexington, Ky.
Nunn, Vernon R., WVMC Mt. Carmel, Ill.
Nybo, Ken., KBMY Billings, Mont.
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O'Brien, Pat, Flamingo Films, New York, N. Y.
O'Brien, Richard S., CBS, New York, N. Y.
O'Brien, Robert H., ABC Film Syndicate
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O'Neil, Thomas F., MBS, New York, N. Y.
Onken, Carl, WTTV Bloomington, Ind.
Orf, Ben E., WJPF Herrin, Ill.
Orgel, Lee, Sterling Television Co. Inc., Hollywood, Calif.
Outler, John M., WSB-TV Atlanta, Ga.

P, Q

Page, Charles E., Hazeltine Corp., Little Neck, N. Y.
Pancoast, E. A. Jr., The Bolling Co. Inc., New York, N. Y.
Paris, Herman M., WWDC Washington, D. C.
Parrington, W. C., Standard Rate & Data Service Inc., Chicago, Ill.
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Patt, John F., WJR Detroit, Mich.
Patterson, Wade S., KCRI Cedar Rapids, Iowa
Patterson, Walter, WKHM Jackson, Mich.
Payne, Albert W., WHDF Houghton, Mich.
Peard, Leslie H. Jr., WBAL-TV Baltimore, Md.
Pears, Thomas G., KVOL Lafayette, La.
Peck, Harry D., WISN Milwaukee, Wis.
Peden, Katherine, WHOP Hopkinsville, Ky.
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Pellegrin, Frank E., H-R Television Inc., New York, N. Y.
Pengra, Marshall, KLTV Tyler, Tex.
Pentz, Gordon C., KWBE Beatrice, Neb.
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Petranoff, Robert, WTTV Bloomington, Ind.
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Phillips, Robert W., Booth Radio, Detroit, Mich.
Piano, Vic, Robert Meeker Associates Inc., New York, N. Y.
Pickett, J. W., KHAS Hastings, Neb.
Pickett, Roy, KATV Pine Bluff, Ark.
Pierce, Theodore, W., WEST Easton, Pa.
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Pitts, Barton, KFEQ St. Joseph, Mo.
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Plotkin, Harry M., Arnold, Fortes & Porter, Washington, D. C.
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Porter, Paul, Arnold, Fortes & Porter, Washington, D. C.
Porter, Winslow T., WHYL Carlisle, Pa.
Posner, Gene, WMIL Milwaukee, Wis.
Potter, Ben H., WHBF-TV Rock Island, Ill.
Potter, David, WNAE Warren, Pa.
Prager, Everard S., SESAC Inc., New York, N. Y.
Pratt, D., RCA
Pratt, Robert L., KGGF Coffeyville, Kans.
Pratt, Roy, WHO-TV Des Moines, Iowa
Prendergast, Frank J., WGBF Evansville, Ind.
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Preston, John G., WABC-TV New York, N. Y.
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Price, J. A., Philco Corp.
Prior, Thomas C. J., WJAR-TV Providence, R. I.
Privett, G. O., WSGN Birmingham, Ala.
Purcell, Willard J., WRGB Schenectady, N. Y.
Pyle, George A., WMBD Peoria, Ill.
Pyle, K. W., KFBI Wichita, Kans.
Pyle, W. D., KBTV, Denver, Colo.
Quaal, Ward L., Crosley Broadcasting Corp., Cincinnati, Ohio
Quarton, William B., WMT-TV Cedar Rapids, Iowa
Quentin, Charles, KRNT Des Moines, Iowa
Quick, Rodney A., WDSM Superior, Wis.

R

Radetsky, Ralph, KOA-TV Denver, Colo.
Ramos, A., WKAQ San Juan, P. R.
Raney, Wilson, WREC Memphis, Tenn.
Ratts, Bruce H., KDKA, Pittsburgh, Pa.
Rawlins, L. R., KDKA Pittsburgh, Pa.
Rawls, Richard B., KPHO Phoenix, Ariz.
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Reed, Elmo, WJPG Green Bay, Wis.
Reed, Fred A., WOC Davenport, Iowa
Reed, Oscar E. Jr., Jansky & Bailey
Reese, John H., WROL Knoxville, Tenn.
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Reilly, William F., RCA Victor Division—Recorded Program Services, Chicago, Ill.
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Rhea, Henry E., WFIL-TV Philadelphia, Pa.
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Ridgeway, Frank, WEBR Buffalo, N. Y.
Ridgeway, Robert, KXJB-TV Jamestown, N. D.
Rifkin, M. J., Ziv Television Programs Inc., New York, N. Y.
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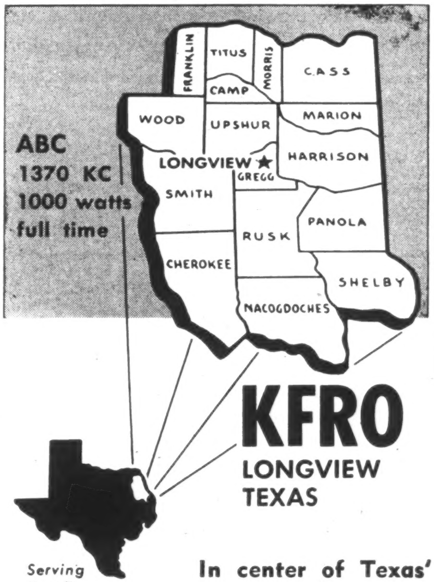
Rosenhaus, Irving R., WAAT Newark, N. J.
Roslow, Sydney, (Dr.), The Pulse Inc., New York
Rosner, B. S., RCA Victor Record Dept., New York, N. Y.
Ross, Anthony N., WBBW Youngstown, Ohio
Roth, Eugene J., KONO San Antonio, Tex.
Rowell, Russell, Spearman & Roberson, Washington, D. C.
Roy, Welton N., WHBQ Memphis, Tenn.
Runnerstrom, Robert O., WLOK-TV, Lima, Ohio



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S

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Shepard, H. W., NBC, New York, N. Y.
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Sherman, Gordon, WMAY Springfield, Ill.
Sherman, John M., WCCO-TV Minneapolis, Minn.
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Shupert, George T., ABC Film Syndication Inc., New York, N. Y.
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Silvernail, Frank, Batten, Barton, Durstine & Osborn, New York, N. Y.
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Sklom, George, Consulting Radio Engineers, Riverside, Ill.
Slattery, Joe, KWTO Springfield, Mo.
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Slusser, Jesse A., KOA-TV Denver, Colo.
Small, Franklin H., WFBM Indianapolis, Ind.
Smiley, David E., WDAE Tampa, Fla.
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Spann, Melvin P., Stuttgart Bcstg. Corp.
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Sparks, Gordon A., WEXL Royal Oak, Mich.
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Stafford, Les S., KOAM Pittsburg, Kans.
Stamps, Weldon, KFSA Fort Smith, Ark.
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Stangel, Wallace E., WBAY Green Bay, Wis.
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Stantz, Louveer H., WNBF-TV Binghamton, N. Y.
Stee, H. M., Tenn. Tv Inc.
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Stern, Edgar B. Jr., WDSU-TV New Orleans, La.
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Stokes, George, KYBS Waco, Tex.
Stopp, Jack, WSM Nashville, Tenn.
Storer, George B., Storer Broadcasting Co., Miami, Fla.
Storer, George B. Jr., Storer Broadcasting Co., Miami, Fla.
Story, Joe, WIBW-TV Topeka, Kans.
Storz, Todd, KOWH Omaha, Neb.
Stowman, Kenneth W., WFIL Philadelphia, Pa.
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Stringfellow, William, WSPD-TV Toledo, Ohio
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Swezey, Robert D., WDSU-TV New Orleans, La.
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Swift, Richard G., The Bolling Co. Inc., New York, N. Y.
Swisher, Arden, KMTV Omaha, Neb.
Synder, C. A., CBS, New York, N. Y.

T, U, V

Tait, William L., Philco Corp.
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Tarter, George L., KCBD Lubbock, Tex.
Tarzian, Sarkes, WTTV Bloomington, Ind.
Taylor, Dale, WENY Elmira, N. Y.
Taylor, Herbert E. Jr., Allen B. DuMont Labs. Inc., Clifton, N. J.
Taylor, J. P., RCA
Taylor, W. C., KBIM Roswell, N. Mex.
Teich, W. J., KOEL Oelwein, Iowa
Tenpenny, Ray, KEYD Minneapolis, Minn.
Tessman, H. Abbott, KEXO Grand Junction, Colo.
Tharpe, James B., Allen B. DuMont Labs. Inc., Clifton, N. J.
Theodore, Charles, KJEO Fresno, Calif.
Thiriot, Richard V., KSL-TV Salt Lake City, Utah
Thomas, Bob, WJAG Norfolk, Neb.
Thomas, C. L., KXOK St. Louis, Mo.
Thomas, Eugene S., Herald Corp., Omaha, Neb.
Thomas, George H., KVOL Lafayette, La.
Thomas, Max W., Lake Huron Broadcasting
Thomas, Maynard W., WGAL Lancaster, Pa.
Thomas, Norman A., WDOD Chattanooga, Tenn.
Thomas, Robert R. Jr., WOAY Oak Hills, W. Va.
Thomas, W. J., WCPA Clearfield, Pa.
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Thompson, Lois, Robert Meeker Associates Inc., New York, N. Y.
Thoms, Edward G., WKJG Fort Wayne, Ind.
Thornburgh, Donald W., WCAU Philadelphia, Pa.
Thorpe, John, American Telephone & Telegraph Co., New York, N. Y.
Timlin, Joseph F., The Branham Co., New York, N. Y.
Tincher, Robert R., KVTV Yankton, S. Dak.
Tindal, Alan C., WWLP Springfield, Mass.
Tingley, Richard, Allen B. DuMont Labs. Inc., Clifton, N. J.
Tisdale, James M., WVCH Chester, Pa.
Toedtemeier, Harold W., KIDO-TV Boise, Idaho
Tong, Edward, WDSU-TV New Orleans, La.
Tons, George D., KDKA Pittsburgh, Pa.
Tooke, Rolland V., WPTZ Philadelphia, Pa.
Topol, Sidney, Raytheon Manufacturing Co., Waltham, Mass.
Torinus, John B., WJPG Green Bay, Wis.
Torrey, William H., KGNC-TV Amarillo, Tex.
Towner, O. W., WHAS Louisville, Ky.
Townsend, George R., WWLP Springfield, Mass.
Townsley, Will L., KVGB Great Bend, Kans.
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Trainor, M. A., RCA
Traugh, Henry M., WKBO Harrisburg, Pa.
Travis, Harry E., N. Eastern Mich.
Trevarthen, William H., WABC-TV, New York, N. Y.
Troeglen, Karl, KCMO-TV Kansas City, Mo.
Trommlitz, Lionel W., KERG Eugene, Ore.
Trowant, V. E., RCA
Tuck, Thomas, WLIL, Lenoir City, Tenn.
Tucker, Durward J., WRR Dallas, Tex.
Turell, Saul J., Sterling Television Co. Inc., New York, N. Y.
Tweet, Arthur, KNOX Grand Forks, N. Dak.
Umansky, Martin, KAKE Wichita, Kans.
Unger, Alvin E., Frederic W. Ziv Co., Cincinnati, Ohio
Vadeboncoeur, E. R., WSYR-TV Syracuse, N. Y.
Vanda, Charles, WCAU Philadelphia, Pa.
Vandivere, Edgar F. Jr., Vandivere, Cohen & Wearn, Washington, D. C.
Van Volkenburg, J. L., CBS, New York, N. Y.
Varnumn, W. B., RCA
Venard, Lloyd George, Venard, Rintoul & McConnell Inc., New York, N. Y.
Vickers, Marjorie R. (Mrs.), KPAC Port Arthur, Tex.
Vincent, Andrew W., James Cunningham
Voss, Frank J., WRAW Reading, Pa.

W

Wagner, Jay, WLEC Sandusky, Ohio
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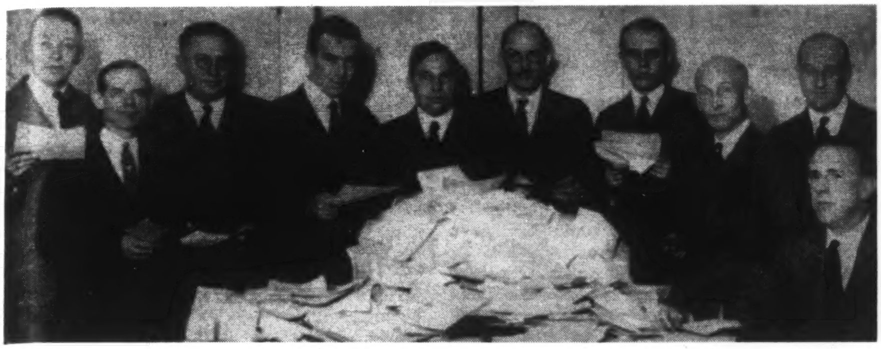

THESE TEN MEN were the founding fathers of NARTB, then NAB. They met in Chicago at the Drake Hotel, on April 23, 1923, to establish the organization. They are (l to r): Raymond Walker; C. H. Anderson; Frank W. Elliott, WHO Des Moines, later an NAB president; Comdr. Eugene F. McDonald Jr., then owner of WJAZ Chicago, now president of Zenith; Paul Klugh, manager of WJAZ; William S. Hedges, then radio editor of the *Chicago Daily News* and president of WMAQ, now NBC vice president, New York; Elliott Jenkins, WDAP Chicago (now WGN); A. B. Cooper; the late John Shepard 3rd, president of Yankee network; Powel Crosley Jr., former head of Crosley Broadcasting Co. (WLW Cincinnati), now of Crosley Motors Inc. They were to guide a rapidly-growing young industry in its early years. Those not identified, whereabouts unknown.

Walker, James P., KATV Pine Bluff, Ark.
Walker, William L., NARTB, Washington, D. C.
Wallace, M. G., American Telephone & Telegraph Co., New York, N. Y.
Wallace, Thomas J., KTKT Tucson, Ariz.
Wallace, Tom Jr., KTKT Tucson, Ariz.
Walter, John M., WJPG Green Bay, Wis.
Walter, Mary M., WJPG Green Bay, Wis.
Walters, Granville, WAML Laurel, Miss.
Ward, G. Pearson, KTTS Springfield, Mo.
Ware, Les, KXLW St. Louis, Mo.
Warren, W. W., KOMO-TV Seattle, Wash.
Watkins, Fred Jr., KWKH Shreveport, La.
Watkinson, Barry J., KIMA-TV Yakima, Wash.
Watts, Duane L., KHOL-TV Holdrege, Neb.
Watts, W. W., RCA
Waugh, Irving C., WSM-TV, Nashville, Tenn.
Wayland, Charles V., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.
Wayne, Elmer O., WJR Detroit, Mich.
Wearn, Wilson C., WFBC-TV Greenville, S. C.
Weaver, Shelton, WSIX Nashville, Tenn.
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Webber, Walter, KGBX Springfield, Mo.
Weber, Ted, WGN-TV Chicago, Ill.
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Wehrman, Harvey, KLZ-TV, Denver, Colo.
Welch, Miller A., WLAP Lexington, Ky.
Weller, Donald A., WISN Milwaukee, Wis.
Weed, C. C., Weed & Co., Chicago, Ill.
Weed, Joseph J., Weed & Co., New York, N. Y.
Wehrmann, Henri F., WTPS New Orleans, La.
Weintraub, Sy, Flamingo Films, New York, N. Y.
Weis, Pierre, World Broadcasting System Inc., New York, N. Y.
Weise, Duane M., KOMU-TV Columbia, Mo.
Weisfeldt, Jerry, Unity Television Corp., New York, N. Y.
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Welpott, Raymond W., WRGB Schenectady, N. Y.
Wescoat, Virgil C., Old Scotchman's Scrapbook, Dallas, Tex.
Wessenberg, Howard, WNHC New Haven, Conn.
Wheelahan, Harold, KSYL Alexandria, La.
Wheeler, Edward A., WEAW Evanston, Ill.
Wheeler, Edwin K., WWJ Detroit, Mich.
White, Thomas P., WKZO Kalamazoo, Mich.
Whiting, Lee L., KEYD Minneapolis, Minn.
Whitlock, E. S., WRNL Richmond, Va.
Whitman, Don E., KNOX Grand Forks, N. Dak.
Whitworth, J. R., WJTV (TV) Jackson, Miss.
Wilder, H. C., WTRY Troy, N. Y.
Wilkens, B. T., WKBN-TV Youngstown, Ohio
Wilkerson, Arthur, WLIL Lenoir City, Tenn.
Wilkinson, Vernon L., McKenna & Wilkinson, Washington, D. C.
Williams, David R., International News Service, New York, N. Y.
Williams, Gene T., KWBB, Wichita, Kan.
Williams, J. P., Transcription Sales Inc., Springfield, Ohio
Williams, John R., KOY Phoenix, Ariz.
Williams, Marshall A., Philco Corp.
Williams, Russell P., WWJ Detroit, Mich.
Williamson, W. P. Jr., WKBN-TV Youngstown, Ohio
Willis, J. E., WLAP Lexington, Ky.
Wilner, John T., WBAL-TV Baltimore, Md.
Wilson, John, Screen Gems Inc., New York, N. Y.
Wilson, Leo Y., WHOP Hopkinsville, Ky.
Wimberly, Herbert, KOAT Albuquerque, N. Mex.
Winger, Earl W., WDOD Chattanooga, Tenn.
Winnie, Russell G., WTMJ-TV Milwaukee, Wis.
Wintringham, W. T., Bell Telephone Labs. Inc., Murray Hill, N. J.
Wirth, Don C., WNAM-TV Neenah, Wis.
Wise, Harry Jr., George P. Hollingbery Co., Los Angeles, Calif.
Wismer, John F., WHLS Port Huron, Mich.
Witting, C. J., Westinghouse Radio
Wittlig, Paul F., CBS-TV, New York, N. Y.
Witty, W. M., Continental Electronics Manufacturing Co., Dallas, Tex.
Wodlinger, Mark, WOC Davenport, Iowa
Wolfe, Howard H., WKNX-TV Saginaw, Mich.
Wolfenden, Robert C., WMEV Marion, Va.
Wolfenden, Robert C. (Mrs.), WMEV Marion, Va.
Wolfson, Louis, WTVJ Miami, Fla.
Wolfson, Mitchell, WTVJ Miami, Fla.
Wolkland, Charles M., Philco Corp.
Wollenberg, J., Roger, Haley, Doty & Schellenberg, Washington, D. C.
Wolper, David L., Flamingo Films, New York, N. Y.
Wood, Bob, CBS, New York, N. Y.
Woodall, Allen M., WDAK-TV, Columbus, Ga.
Woodland, Cecil, WQAN Scranton, Pa.
Woodruff, J. W. Jr., WRBL-TV Columbus, Ga.
Woods, David C., WRVA Richmond, Va.
Woods, Ted, KOSE Osceola, Ark.
Woolsy, Hugh M., N. Eastern Mich.
Wooten, Hoyt B., WREC Memphis, Tenn.
Wrotworth, J. W., RCA
Wyatt, W. Judd, KMMO Marshall, Mo.
Wylie, William A., ABC, New York, N. Y.
Wyse, Bess Marsh, KWBW Hutchinson, Kan.

Y, Z

Yarger, C. R., KSD St. Louis, Mo.
Yoder, Lloyd E., WTAM Cleveland, Ohio
Young, Bill, Unity Television Corp., New York, N. Y.
Young, J. E., RCA
Younts, Jack S., WEEB Southern Pines, N. C.
Zellmer, Lester, WSJV-TV Elkhart, Ind.
Zillger, Mr., Standard Electronics

Weed Delegation Set

WEED & Co. and Weed Television Corp., station representatives, are maintaining open house during the NARTB convention in suite 820-21-22 of the Palmer House. Joseph J. Weed heads the delegation, which includes Ed Fitzsimmons, Peter James and Jerry Lyons, New York; the Chicago staff, managed by Neal Weed; Lincoln Simonds, Hollywood; Don Staley, San Francisco; George Swearingen, Atlanta; Bud Pearse, Detroit, and Robert Reardon, Boston.

Local interest?

10,000 Greater Worcester people visited or participated in local shows in last seven months!

Represented nationally by Paul H. Raymer Co., Inc.

WWOR ★ TV

WORCESTER • MASS.

14

There's more to be seen on channel

All you need to shell out

When you buy radio to *move goods right now* (and not just make friends for the future), do what some of today's smartest advertisers do: Get the most for the least—buy *spot radio, on key stations*. The cost, in comparison with *any other* advertising, is peanuts. A handful of good stations will reach almost everybody. WJR alone, for example, covers some 10% of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

WJR *Detroit*
50,000 Watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers

BMI "Pin Up" Hit

JOEY

RECORDED BY

BETTY MADIGAN . . . . MGM

PUBLISHED BY

LOWELL MUSIC CORP.

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Color Tv, Hi-Fi Top Chicago Show

General Electric, among many other manufacturers, displayed five new color tubes.

NEW developments in color tv components and high fidelity sound reproduction highlighted the 1954 Radio Parts and Electronic Equipment Show at Chicago's Conrad Hilton last week.

A record turnout of 10,000 distributors, suppliers and sales representatives obtained a four-day preview of things to come in next year's radio, tv and allied fields. The show ended last Thursday.

There were no seminars at this year's convention, a procedure which has been abandoned in favor of regional meetings. The show was sponsored jointly by Radio-Electronics-Television Mfrs. Assn., the National Electronic Distributors Assn., the Assn. of Electronic Parts and Equipment Mfrs. and other groups. Harry Ehle, International Resistance Co., heads the Radio Parts and Electronic Equipment Shows Inc.

Among manufacturers represented—radio-tv receiver exhibits and other end products were barred—included, among others, such name brand makers as CBS-Hytron, Collins Radio Co., Allen B. DuMont Labs, General Electric Co., Hallicrafters Co., Jerrold Electronics Corp., RCA, Raytheon Mfg. Co., Stromberg-Carlson, Sylvania Electric Products, Webster-Chicago, Westinghouse Electric Co. and Wilcox-Gay.

GE's tube department displayed a new service management program for radio-tv dealers as well as six new tv receiving tubes, five new color tv tubes, high fidelity components and test equipment.

Webster-Chicago Exhibit

Webster-Chicago maintained an exhibit that permitted distributors and service men to see, at a glance, most needed replacements parts for Webcor phonographs, disc-changers, and tape and wire recorders. Chassis of various units were displayed on panels.

Pentron showed a professional tape recorder and multi-speaker systems, the former featuring stereophonic sound of an all-electronic orchestra. Dynacord recorder incorporates six separate record and playback channels on one-quarter inch magnetic tape.

Among other products shown were speakers, amplifiers, tuners, recorders, antennas, cabinets, components and test equipmnt. Still others included high-fidelity two-speed tape recorders, miniature selenium rectifiers, fuse kits, pre-amplifiers, "rotenna" antennas and all-channel uhf converters.

Among the side meetings were those of NEDA's board of directors, as well as a joint session of sponsoring groups of the show, including a combination members-delegates meeting of representatives of radio parts manufacturers. James Secrest, RETMA executive vice president, attended sessions Tuesday.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Gates Radio Co.			
KMRC Morgan City, La.	500 w	am	new station
Tabor City Bcstg. Co., Tabor City, N. C.	1 kw	am	new station
WITA San Juan ,P. R.	1 kw	am	power increase
General Electric Co.			
WGTH-TV Hartford, Conn.	12 kw	tv (ch. 18)	new station

OTHER EQUIPMENT: GE also reported it had shipped a four-bay antenna to WGTH-TV; a six-bay antenna to KALB-TV Alexandria, La. (ch. 5); a 12-bay to KGVO-TV Missoula, Mont. (ch. 13), and a three-bay to KIEM-TV Eureka, Calif. (ch. 3).

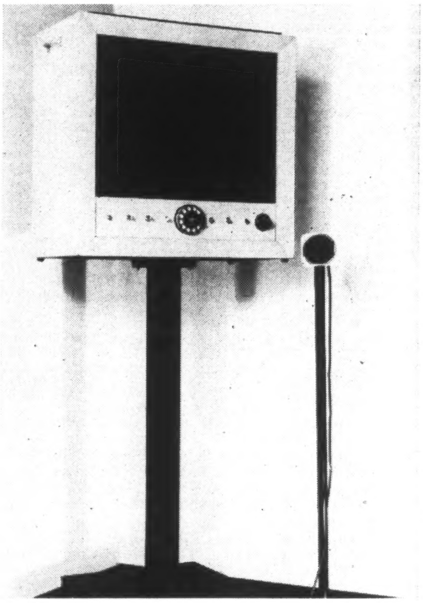
General Precision Lab Shows Line at NARTB Meet

GENERAL Precision Laboratory, Pleasantville, N. Y., is exhibiting during the NARTB Chicago Convention in Space 9, Exhibit Hall, fourth floor, and Room 816, showing its line of transmitters, projectors, control equipment, film chain and accessories.

In the exhibit is the GPL-Continental 1 kw uhf transmitter, of a type currently used at WJPB-TV Fairmont, W. Va. Available for delivery is a 12 kw amplifier.

The GPL Pye studio equipment line includes new Vidicon film chain for black-and-white; one-hand remote controlled camera with GPL-Watson vari-focal lens and remote controlled pedestal by which an operator can manipulate an image orthicon camera with single control handle from the control room; standard image orthicon chain; cutaway exhibit of vari-focal lens, and other miscellaneous equipment.

GPL representatives at the convention are Dr. R. L. Garman, Blair Foulds, Art Hungerford, N. M. Marshall, E. H. Lombardi, J. W. Belcher, M. J. Volpe, W. M. Witty, A. F. Brundage, L. L. Pourciau, A. C. Haemer, R. H. Johnston, E. J. Manzo, J. M. Cunningham, G. Q. Herrick and T. A. Gullette.



MUSICOLOR Inc.'s "Look-It" projector will be on display at the NARTB Convention in Chicago. The Look-it faces the tv camera and automatically produces animated color abstractions, synchronized with speech or music [B•T, May 17].

66 Million Tv Sets by 1964

GENERAL ELECTRIC invested $141 million for new and enlarged production facilities last year and anticipates some 66 million home tv receivers by 1964, W. V. O'Brien, vice president, declared last week before the National Federation of Financial Analysts Societies at the Palmer House, Chicago.

Mr. O'Brien said the $141 million represented part of the $1.1 billion 10-year post-war GE expansion and modernization program, and that GE is investing $150 million in 1954 alone.

The GE executive said that of 66 million expected tv sets within 10 years, two-thirds or 44 million would be color-equipped.

DIXIE Broadcasting Network, a Tennessee-Mississippi regional network, buys four Gates Radio Co. remote control units for its stations at Union City, Paris and Lexington, Tenn., and Corinth, Miss. L to r: James Thomas, Dixie technical supervisor; Aaron B. Robinson, Dixie president, and Bob Ware, Gates sales engineer.

Halligan Sees $2.4 Billion Tv Set Production in 1962

DOLLAR volume of tv set production at the factory level will increase from an estimated $1.1 billion in 1953 to $2.4 billion in 1962, largely because of the impetus of color television, it was asserted last fortnight by William J. Halligan, president and board chairman of Hallicrafters Co., Chicago.

Mr. Halligan addressed a luncheon of a professional group at the National Conference on Airborne Electronics in Dayton, Ohio.

He predicted long-term potential at five to eight million tv receivers per year and sales hitting six million sets this year. In color television, receiver sales will grow from 50,000 in 1954 to about five million in 1958 and over 125 stations will be equipped to transmit network colorcasting by the end of 1954, he estimated. This would mean coverage for nearly 75% of all U. S. homes.

Among future electronic developments, Mr. Halligan cited a hearing aid radio, tv tape recording in color as well as in monochrome, "Dick Tracy" radios, projection television and airborne video receivers.

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX • NOVA SCOTIA
Joseph Weed & Company
350 Madison Ave., New York,
Representative
5000 WATTS

Abrams Voices Pessimism On Emerson's Color Tv Plan

BELIEF that the public "will not be stampeded into color television until more favorable conditions exist" has been voiced by Benjamin Abrams, president of Emerson Radio & Phonograph Corp., in releasing preliminary data on Emerson's color tv leasing plan which went into effect April 1.

Mr. Abrams said it was "much too early to draw any decisive conclusions about our leasing plan," but that consumers have evinced "little desire for color television with small screens and infrequent programming." He said the plan has been in effect in New York, Chicago, Philadelphia and Los Angeles and individual customers have been "reluctant to pay the rental charge set by us as consistent with our costs." Mr. Abrams said the majority of rentals have been made to clubs, hotels and other organizations.

Emerson, Mr. Abrams continued, has not offered its color receivers for sale because prices and services are "too high," screens "too small" and color programming "too infrequent."

Tv, Forest Ranger

TELEVISION has "arrived" even in the forests. Raytheon Mfg. Co. has reported that the latest use for its new microwave link is as a carrier of tv pictures taken in the forest to seek out fires, game poachers and arsonists. The application involves the mounting of a camera on a fire control tower, with the camera rotated every two minutes by a radiomotor. The resultant picture is relayed to forest headquarters by the Raytheon microwave link, where observers see it on a tv monitor. Raytheon said the equipment and procedure have been tested by the Louisiana Forestry Commission Board and found to be a success.

Tv Side-Tuner Patented

GRANTING of design patent No. 171,962 by the U. S. Patent Office to the side-tuning television receiver developed by Emerson Radio & Phonograph Co. was announced last week by Dorman D. Israel, executive vice president. The inventors are Emerson President Benjamin Abrams and engineers William Vassar, Walter Lukas and Arthur Eisenkramer.

Mr. Israel said the design enables reduction of overall receiver size without loss of picture area, since the entire front of the cabinet is used for the screen. The controls are placed on one side rather than in the front.

New Camera Mart Lens

THE Camera Mart Inc., New York, has announced the development of the Rotator Lens, accessory to its Camart Optical FX unit that causes unusual motion picture and television camera effects.

By rotating the new lens in either clockwise or counter-clockwise directions, it can make a room seem to revolve so that the subject appears on the walls or ceiling. Among other effects that can be achieved is to create the impression the subject is getting dizzy or blacking out, by revolving the Rotator Lens very slowly, and gradually increasing the speed until it is whirl-

Milwaukee's
"Old Nite Owl"
JOE DORSEY

Monday Through Saturday
10:00 P.M. — 2:30 A.M.

WIRE REQUEST
RADIO STATION WEMP
MILWAUKEE, WISCONSIN
RE JOE DORSEY'S "WIRE REQUEST" SHOW, HIS FANS INCLUDE SECOND SHIFT INDUSTRIAL WORKERS, AS WELL AS TEEN AGERS. WE ENJOY WIRING IN FAVORITES FOR THE "OLD NITE OWL" TO PLAY. THANKS FOR CATERING TO LISTENERS' MUSICAL TASTES PAST SEVEN YEARS ON MILWAUKEE'S ONLY TELEGRAM REQUEST PROGRAM. WE'LL BE LISTENING.
REGARDS
MILWAUKEE LISTENERS

Outstanding national advertisers on Joe Dorsey's "Wire Request" program also know that he has a broad listening audience. Join them and find out how WEMP delivers up to twice the Milwaukee audience per dollar of Milwaukee network stations.* Call Headley-Reed!

*Based on latest available Pulse ratings and SRDS rates.

WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS

ing rapidly. By turning the handle back and fourth gently, a rocking motion similar to shipboard motion is obtained.

The unit can be used with 16 mm or 35 mm motion picture cameras and is easily adaptable to television cameras for live action effects. Special mounting brackets are required for tv cameras and are made to order.

MANUFACTURING PEOPLE

Neal F. Harmon named sales manager for mobile equipment; **Edwin W. Kenefake,** sales manager for microwave equipment; and **James D. Helm,** sales manager for special accounts, communications equipment unit, General Electric commercial equipment dept., Syracuse, N. Y.

T. Kevin Mallen, board chairman, Ampex Corp., Redwood City, Calif. (magnetic recording equipment), in Europe for 18 months to establish sales organization.

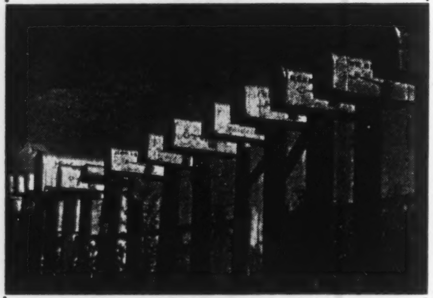
Robert J. Carrington named advertising manager, Altec Lansing Corp., Beverly Hills.

Peter Buttacavoli, technical supervisor, Teleset service dept., Allen B. DuMont Labs' tv receiver div., named manager, field technical services, same department.

W. E. Pugh Jr. placed in charge of high fidelity merchandising sales, R. Edward Stemm, manufacturers' representative.

A. Mack Seybold, chemical engineer, tube division, RCA, Harrison, N. J., winner of $300 prize offered by American Radio Relay League for "important contributions to the elimination of television interference caused by amateur radio signals."

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

CBS Radio, 4 Stations Cited for Highway Safety

Alfred P. Sloan awards were presented last Wednesday at dinner in New York's Waldorf-Astoria.

CBS Radio Network, two commercial radio stations, a noncommercial station and one tv outlet were among those honored for public service in highway safety promotion in the annual Alfred P. Sloan awards announced last week.

The 1953 presentations were made at an annual dinner in New York at the Waldorf-Astoria Hotel Wednesday evening, with Alfred P. Sloan Jr., board chairman of General Motors Corp. and president of the Sloan Foundation, presenting bronze plaques to the winners. The awards are administered annually by the Nationally Safety Council.

CBS Radio was cited in the national or regional network sustaining class. Other winners were:

WGGG Gainesville, Fla.; KONO San Antonio, Tex., and KDPS Des Moines, a noncommercial station; WTVJ (TV) Miami, Fla., and four commercial sponsors—B. F. Goodrich Co., Esso Standard Oil Co., General Motors Acceptance Corp. and Firch Baking Co., Erie, Pa. WGGG won out in the 1 kw or less category and KONO in the group over 1 kw.

In announcing the awards before 250 business and industry executives as well as civic and government leaders, Mr. Sloan described two areas in which broadcasting can make vital contributions: (1) aiding the individual citizen to develop an attitude of care and courtesy in daily use of streets and highways, and (2) creating public understanding and acceptance of official safety measures.

No awards were given in the tv network sustaining or the 1 kw and under radio commercial categories.

Among the speakers were Harold E. Fellows, NARTB president, and Ned Dearborn, NSC president. The judges included Mr. Dearborn; Robert K. Richards, NARTB administrative vice president; George Jennings, radio-tv director, Chicago Board of Education; Kenneth G. Bartlett, vice president and dean of public relations, Syracuse U., and others. Text of the citations:

CBS Radio Network (winner in the national or regional network sustaining category).

For its intensive year-round promotion of traffic safety through spot announcements and mentions, with particular saturation on the popular program, *On a Sunday Afternoon*, broadcast from 1:30 to 5:30 p.m. every Sunday between May 31 and Sept. 6. Also for the outstanding 1-hour documentary, *Dead Stop*. A remarkably moving dramatization of the highway accident problem narrated by Red Barber, *Dead Stop* was heard by more than three million persons as a network feature and later was rebroadcast by 104 individual CBS stations and by several hundred non-CBS stations.

WGGG Gainesville, Fla. (winner in the 1 kw or less category).

For its enterprising use of many varied highway safety appeals, including educational programs, courteous driver award contests, public forums, talent shows, as well as consistent scheduling of safety facts and reminders. Since Gainesville is a college town, with a large proportion of young drivers, WGGG has diligently sought to develop programs of special interest to this group. Notable is the 30-minute Monday-through-Friday show, *Traffic Jam*, a lively disc jockey show created in cooperation with the Gainesville Teen-Age Drivers Club and the Citizens Safety Council.

KONO San Antonio, Tex. (winner in the over 1 kw sustaining category).

For its constant plugging of traffic safety through all seasons, and the initiative shown in development of the weekly *So You Want to Be a Cop* program. On the scene recordings of traffic accidents are featured, with instructive comment by police officials on traffic rules, violations and safe driving. KONO, by liberally devoting time and facilities to cooperate with local civic groups and officials, has become a spark plug in the community traffic safety program.

WDTV (TV) Pittsburgh Chief Engineer Raymond C. Rodgers (r) receives the first annual Channel Master Award for outstanding achievement in television engineering from Harry Johns (c), managing director of the Electric League, who is flanked by Harold C. Lund, general manager of the DuMont station.

KDPS (FM) Des Moines, Iowa (noncommercial educational category).

For aggressive coverage of highway safety in the school-age area, as demonstrated in 39 fifteen-minute programs, 10 thirty-minute programs and 3,400 safety spots aired during the 1953 calendar year. Special emphasis was given to the expansion of driver training for high school students and to safe use of the family car by young drivers. Operated by the Des Moines Technical High School, KDPS is an example of what the noncommercial educational station can do in instilling the habits, attitudes, skills and appreciations necessary for safe living in the motor age.

WTVJ (TV) Miami, Fla. (television station sustaining category).

For a carefully planned and executed job of public education in traffic safety, covering all aspects and closely geared to the needs of the community. Highlighting the 156 special programs telecast last year was *You May Be Next*, a tri-weekly feature developed in cooperation with the Miami Police Department. Motor vehicle accidents were presented as spot news. Mobile equipment was rushed to the scene, with the resulting film often being telecast within an hour of the accident occurrence.

B. F. Goodrich Co., Akron, Ohio (national or regional radio network commercial category).

For consistent contribution to traffic accident prevention through numerous messages and safety hints on a commercially sponsored network of stations. The B. F. Goodrich 1953 schedule totaled 7,904 separate station spots on traffic safety, including a number on a segment of *Weekend*, an NBC Radio feature.

Esso Standard Oil Co., New York (television network commercial category).

For effective use of high-rated television news program as a medium for encouragement of safe driving. *Esso Reporter* safety messages, with special network coverage, reached millions of viewers every week of the year.

General Motors Acceptance Corp., New York (over 1 kw radio station commercial category).

For continuous emphasis on good driving practices and safe car conditioning on its commercially sponsored radio spots over WNEW and WIP in the New York and Philadelphia areas. The clear, lively and original presentation of safety tips, road and weather condition reports, advice on routes and similar information was aimed particularly at a large car radio audience during peak traffic hours and weekend travel periods. Every commercial, whatever its nature, included the slogan, "The best safety device is a careful driver."

Firch Baking Co., Erie, Pa. (television station commercial category).

For initiating and sparking a spectacularly successful "Watch For Kids" campaign on sponsored television programs over WICU-TV and for additional efforts in behalf of safety on its weekly 15-minute "live" studio show and in its Gene Autry commercials. As a result of the Firch Baking Co. public-spirited drive on traffic accidents, 71,000 motorists in the Erie region signed safety pledges, and 13,153 school children entered the company's safety slogan contest.

Four Chicago Outlets Win CFAC '54 Awards

NBC Chicago and its two o&o outlets, WMAQ and WNBQ (TV), along with CBS' WBBM-TV and the Chicago *Tribune's* WGN-TV, walked off with the 1954 Chicago Federated Adv. Club program awards for 1954 in Chicago last week.

Among the winning advertisers and their agencies for commercial radio-tv announcements were Standard Oil of Indiana and McCann-Erickson; Toni Co. with Weiss & Geller and Clinton E. Frank; Hallmark Cards and Foote, Cone & Belding; Armour & Co. with Foote, Cone & Belding; Minneapolis-Honeywell Regulator Co., Foote, Cone & Belding; W. F. McLaughlin & Co., Earle Ludgin & Co.; Bell & Howell, McCann-Erickson; Miles Labs and Geoffrey Wade Adv.

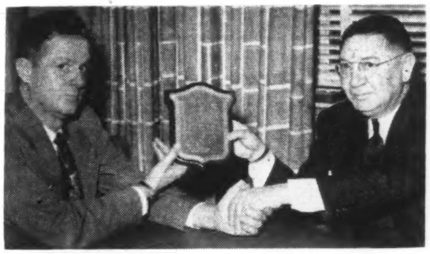
The awards were made Thursday at a special presentation in the Morrison Hotel. Showing of the film, "The Future of America," co-sponsored by ANA and AAAA, highlighted the dinner. Theodore S. Repplier, president of the Advertising Council, introduced the film.

NBC Chicago's *Hawkins Falls* won the tv network drama program category. Television award-winners on local programs were WGN-TV's *Spotlight on Chicago* (promotion of civic awareness), WBBM-TV's *Farmtown, U. S. A.* (public service), WNBQ's *Championship Bowling* (sporting event), WBBM-TV's *Standard News Roundup* (news), and WGN-TV's sports coverage (special citation).

WMAQ won in radio with its *The Northerners* for music and *Case Dismissed* for public service. Standard Oil and Toni won for local commercial announcements and Hallmark for network spots.

In tv commercial announcements these advertisers were cited—Toni Co. (long film—live action), Armour & Co. (long film—live and animated action) and Minneapolis-Honeywell (long film—animated action). Honorable mention went to McLaughlin. Short film winners were Bell & Howell (live action) and Miles Labs (non-live action), with Toni drawing an honorable mention.

WJAR-TV Providence Station Manager Norman Gittleson (l) and station sportscaster Warren Walden (not shown) received an award for public service from the Chamber of Commerce of Martha's Vineyard, Mass., for their efforts on the island's behalf. Presenting the award to Mr. Gittleson is Stanley Garland, president of the island's Chamber of Commerce.



WRNL Richmond receives an appreciation award from Swift & Co. for merchandising on behalf of the "Don McNeill Jamboree." E. S. Whitlock (l), WRNL manager, accepts the plaque from G. C. Simms, manager of Swift & Co.'s Richmond branch. Swift participates on Don McNeill's ABC Radio *Breakfast Club*.

NFPA Honors Adv. Council

NATIONAL Fire Protection Assn.'s first "Sparky" award was presented Wednesday to the Advertising Council in appreciation of "all the forces of advertising and business" for conducting a nation-wide public service campaign to help prevent fires. It was estimated the campaign thus far has had support of $4.5 million of donated advertising. Presentation was made to Stuart Peabody, assistant vice president of Borden Co. and board chairman of the Council, during NFPA's annual meeting in Washington.

Guild Honors CBS Figures

NEWSPAPER GUILD of New York's "Page One" award for radio-tv was presented May 14 to J. L. Van Volkenburg, president of CBS-TV, for CBS-TV's *You Are There*, while the Page One award for public affairs went to CBS news commentator Edward R. Murrow. The awards were among those presented during the organization's 1954 Page One Ball.

In Recognition . . .

Jim Deline, WSYR-AM-TV Syracuse personality, received a bronze plaque from Helen Kipp, editor of Lake Ontario edition of *Tv Guide*, in honor of his winning recent poll of central and western New York television viewers, as most popular locally-produced tv show in the Syracuse, Rochester, Toronto and Buffalo areas. **Michael Breen,** director, WSYR-TV, received the first St. Gabriel's award of 1954 given by Court Grimes, Catholic Daughters of America for ". . . wholesome contribution to the field of local television . . ."

Grant Foster, news director, WKY-AM-TV Oklahoma City, won a commendation in the form of a resolution adopted by the Oklahoma Pharmaceutical Assn. during its annual convention thanking him for ". . . getting an accurate statement (on a broadcast) before the public, and correcting some of the erroneous statements that have been made previously by press and radio. . . ."

Robert W. Booth, vice president-general manager, WTAG Worcester, Mass., accepted for that station the first annual traffic safety award of the Automobile Legal Assn.

Two **United Productions of America's** commercial films, "Look Who's Driving," produced for the Aetna Casualty & Surety Co., and "It's Time for Everybody," made for CBS Radio, won merit awards at the Golden Reel Film Festival in Chicago, according to Stephen Bosustow, president of UPA.

Bill Forst, CKOM Saskatoon, Sask., received the Col. Keith Rogers Memorial Engineering award presented by Canadian General Electric Co. "in recognition of his pioneering efforts in the field of unattended operation of broadcast transmitters" at annual CARTB dinner.

Ted Mack, m.c. of *Original Amateur Hour* on NBC-TV, received annual award of Goodwill Industries of America for having provided many handicapped persons opportunity to display their talents in public, thus giving them chance to gain employment.

WSAZ-TV Huntington, Va., has been given a citation by American National Red Cross for

looking into space?

Yes, you see a new era . . . "TALES OF TOMORROW" . . . 26 science fiction, proven, top rated network shows, now available for city to city syndication. *Guaranteed excellent quality* . . . AT A PRICE YOUR SPONSOR CAN AFFORD TO PAY.

For "TALES OF TOMORROW" exclusive in your city, YOU MUST ACT PROMPTLY! . . . *write, wire or phone, NOW!*

The TEEVEE Co.

211 So. Beverly Blvd. Dept. BT-2
Beverly Hills, California
BEVERLY HILLS · HOLLYWOOD · NEW YORK
Beverly Hills . . . CR 5-1076 • New York . . . PL 1-0236

EMBOSSED reproduction of the prayer with which President Eisenhower opened his inaugural address is presented to WEEI Boston for carrying U. S. savings bonds programs. WEEI General Manager Harvey J. Struthers (l) and Production Manager Arthur C. King (c) accept the award from Alfred Sheehy, assistant state director of Treasury Dept. Bond Division.

"outstanding public service in support of the 1954 campaign," in recognition of its Feb. 28 *Investment '54* program launching the drive.

DuMont's *Opera Cameos* program has been presented a plaque by *Progresso*, Italian-language newspaper in New York and associated in ownership with WHOM, for its "contributions to cultural betterment."

WWJ

NBC AFFILIATE IN DETROIT

Owned and Operated by THE DETROIT NEWS

NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERY CO.

DUNTON SEES PERIL IN MEDIA CONTROL

The CBC board chairman says he is aware he is among 'the few' who can control ideas, but adds, 'Commercial arithmetic alone cannot be a guardian of effective freedom in mass communication.'

CANADA

CONCENTRATION of power over mass communication by a few people has brought "inherent danger" to the fair discussion and interchange of ideas, A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp., said at Saskatoon May 14, where he received an honorary doctorate of law degree at the U. of Saskatchewan.

Chester A. Bloom, member of the Parliamentary Press Gallery, recently had charged that Mr. Dunton as chairman of the CBC board "holds tightly in his hands the enormous power of managing the thinking of the great masses of Canadian people . . ." [B•T, May 10]. Mr. Bloom made the statement in a broadcast taped for release by members of the Canadian Assn. of Radio & Tv Bcstrs.

Mr. Dunton said he was aware of the danger because "I and others of the CBC belong to the few, together with controllers of publishing, film and other broadcasting organizations," who "can control a large part of the ideas and impressions that reach the minds of most people." He said the "tyranny of majority" trends to have a restricted influence on freedom of expression.

"There is true freedom in mass communication only if ideas which happen to appeal to a lesser number have a reasonable opportunity to be heard," Mr. Dunton said. "The essence of freedom lies in freedom to choose from a variety of alternatives; if there are no alternatives, in kinds of ideas and material presented, there can be no freedom of choice. . . . Commercial arithmetic alone cannot be a guardian of effective freedom in mass communication for a wide range of ideas."

'Threat to Freedom' Fears

With regard to the CBC, Mr. Dunton said some people feel there is a threat to freedom from the CBC because it is a public body. Mr. Dunton said he felt that "some latent danger exists but I think it is no greater than from the existence of any very large organization, whether public or private, occupied in conveying ideas to people. By law and in practice, the CBC is free from any government control in its broadcasting and it must stay so if freedom for ideas is to prevail on the air."

There is a restricting influence from commercial factors operating machines of mass communication, Mr. Dunton said. Most of them have an "incentive to attract the greatest number of people for the lowest cost." There is a need to realize "where continuing pressure to interest the biggest number can lead us." While it is argued that freedom of communication is safe in the hands of large commercial organizations because they must provide "what the public wants," the term usually means only what a large section wants as opposed to what a small section wants, Mr. Dunton said. Competition among more units putting out more material for popular consumption, if it leads to two or three organizations vying in producing the same restricted kinds of material, would not help freedom for a wider range, he added.

Mr. Dunton said he doubted if the number of mass communication units under different control can be expected to increase. The tendency, he pointed out, has been for the number of daily newspapers and film and broadcasting organizations to decrease, and the size of those that do exist to increase.

The sense of responsibility by those who control the means of mass communication is the first safeguard for free movement of ideas, he said.

August Exhibition To Show Color Sets

CANADA

COLOR TELEVISION still is a long way off in Canada but Canadians will see what color tv sets look like at the Canadian National Exhibition next August when a number of manufacturers are expected to have sets on display. Canadian General Electric Ltd., Toronto, has announced it will have a small screen set on display, with a retail price of $1,500.

Meanwhile, informal discussions on Canadian color tv will take place early in April at Ottawa, with representatives of the Canadian Broadcasting Corp., Canadian Assn. of Radio & Television Broadcasters and Canadian Radio-Television Mfrs. Assn. One informal meeting between CBC and CARTB stations took place earlier this year at Ottawa, and the forthcoming meeting will continue discussions on use of color tv by stations and on how manufacturers are progressing with Canadian production of equipment for transmitters and receivers.

Farm Broadcasters Form Organization in Europe

EUROPE

THE European Farm Radio & Tv Assn., an organization of professional farm broadcasters in Europe, was formed May 7 at a workshop session of the Organization for European Economic Cooperation at Frascati, a town just outside Rome, Italy.

Goal of the EFRTA is "to improve efficiency of farm radio and television in Europe as a means of bettering food production . . . and to encourage the development of farm broadcasting in those areas where it is now lacking."

Total of 17 professional farm broadcasters from 10 western European countries participated. Members of the organizing committee:

Harry C. Hunt, BBC London; Hendrik Groenendijk, radio director, Ministry of Agriculture, The Hague, Netherlands; Arne Altern, Radio Norway, Oslo, and Wolff von Tucher, Radio Munich, Germany. Layne Beaty, formerly of WBAP-AM-TV Fort Worth and now with Foreign Operations Administration, was a technical advisor to the workshop.

U. S. Tv Programs Keep First Place in Canada

CANADA

AMERICAN tv programs continue to draw most viewers in Canada, according to the April "Teleratings" reports of Elliott-Haynes Ltd., Toronto. The service also reports 634,000 sets in use in Canada at the end of April, with about half in the service area of CBLT (TV) Toronto and WBEN-TV Buffalo.

Toronto continues to gain a higher percentage of the viewing audience, the report said. First five shows during April were *Dennis Day Show* with a rating of 54.7; *Our Miss Brooks*, 52; *Toast of the Town*, 50.1; *Jackie Gleason Show*, 49.1, and *Holiday Ranch* (Canadian) 48.7.

Buffalo's WBEN-TV had the following top

five programs, according to Canadian tastes: *Arthur Godfrey,* 62.6; *Boxing,* 60.1; *Loretta Young Show,* 59.2; *Kraft Theatre,* 59.1, and *Wrestling,* 58.5.

CMBT (TV) Montreal (English), had a mixture of Canadian and U. S. shows at the top, with *Ford Theatre,* 91; *NHL Hockey,* 87.2 (Canadian); *Toast of the Town,* 86.3; *Showtime,* 84 (Canadian), and *Douglas Fairbanks Presents,* 82.3 (British).

All programs on CBFT (TV) Montreal, French-language station, were of Canadian or French origin. CFPL-TV London showed first five shows all U. S. imports. CBUT (TV) Vancouver had four out of five top rated shows as U. S. imports. CBUT is increasing its share of the audience, according to the report, in April having 44.7% of the audience, with three U. S. stations, KING-TV Seattle, KVOS-TV Bellingham and KOMO-TV Seattle, sharing the rest of the audience.

CBWT (TV) Starts June 1

CANADA

CBWT (TV) Winnipeg, first tv station to begin telecasting in the Canadian midwest, is due to start operations on June 1 on ch. 4, with 56 kw video and 28 kw audio. Rates for summer months start at $160 an hour for class A time, a discount of 20% from the announced rate of $200 an hour. Station, owned and operated by the Canadian Broadcasting Corp., is not connected by microwave to other Canadian or U. S. stations, but earns discounts as a regional network station on the CBC national tv network.

CKWS-TV Plans October Start

CANADA

CKWS-TV Kingston, Ont., expects to begin operating in October on ch. 11 with a power of 257 kw video and 154 kw audio, with R. Hofstetter named as manager, All-Canada Television, tv station representation firm, has announced. All-Canada also reports a set count of 6,782 for CKSO-TV Sudbury, Ont. The representation firm also said signals of CHSJ-TV St. John, N.B., are being received in 180 towns and cities in the Maritime provinces of Canada. CHSJ-TV went on the air last month.

Canada Tv Sets Pass 700,000

CANADA

CANADA now has more than 700,000 tv receivers, according to Radio & Tv Mfrs. Assn. of Canada figures showing 701,610 at the end of March. Province figures showed 450,417 in Ontario, 200,633 in Quebec, 34,458 in British Columbia, 3,867 in the Atlantic Coast provinces, 2,500 in the prairie provinces and 9,735 throughout other parts of Canada.

CHEX-TV Names All-Canada

CANADA

CHEX-TV Peterborough, Ont., has named All-Canada Tv as its exclusive representative, an All-Canada spokesman has announced. The Peterborough tv outlet becomes the 10th station, of which three are now operating, to be represented by All-Canada.

WATCH ANNOUNCEMENT OF *NEW*
RAYMOND MASSEY SERIES JUNE 14

imperial WORLD films, inc.
CHICAGO, ILL.

April Top Canada Am Shows Originated in U.S.—E-H

CANADA

GREATER part of the leading evening radio network shows heard in Canada during April were of U. S. origin, according to national ratings of Elliott-Haynes Ltd., Toronto. Leading 10 shows were *Radio Theatre,* rating 24.5, *Amos 'n' Andy* 23.7, *Our Miss Brooks* 22.9, *Ford Theatre* 16.8 (Canadian), *Suspense* 16.5, *Great Gildersleeve* 16.4, *The Tylers* 16.1 (Canadian), *Share the Wealth* 13.5 (Canadian), *Championship Fights* 12.4 and *Singing Stars of Tomorrow* 12.2 (Canadian).

Leading evening transcribed shows heard nationally were *People Are Funny* 21.4, *Take a Chance* 18.3 (Canadian), *Bing Crosby Show* 16.4, *Denny Vaughan Show* 16 (Canadian), and *Ozzie and Harriet* 15.7.

Leading daytime network shows were *Ma Perkins* 14.8, *Pepper Young's Family* 14.6, *Right to Happiness* 13.5, *My Friend Irma* 13.5, and *Laura Limited* 12.8.

In French-language evening shows, all Canadian leaders were *Un Homme et Son Peche* 44.1, *Le Survenant* 29.7, *NHL Hockey* 25.2, *Metropole* 24.5, and *La Famille Plouffe* 24. The leading five French-language daytime shows were *Rue Principale* 30.5, *Je Vous ai Tant Aime* 30, *Les Joyeux Troubadours* 29.6, *Jeunesse Doree* 29.1, and *Vies de Femmes* 29.

CBUT (TV) Gets Mobile Unit

CANADA

CBUT (TV) Vancouver, B. C., will have its new $100,000 mobile tv unit in operation by mid-June, according to an announcement of the Canadian Broadcasting Corp. at Toronto. The unit was built on a Canadian automobile chassis shipped to England, where the Marconi Wireless Telegraph Co. built and installed the equipment for the mobile tv transmitter and studio. It has been shipped to Vancouver, and is currently undergoing dry-run tests. The unit is equipped with two tv cameras and has space for a third unit to be added later. It also has a self-contained microwave transmitter and power equipment.

Fire Destroys CKNW Studios

CANADA

STUDIOS OF CKNW New Westminster were destroyed May 9 when a million-dollar blaze devastated the five-story office building where the studios were located. Announcer Sid Lancaster, who turned in the alarm, and chief control operator Bill Duncas, the only persons in the building at the time, aired a running account of the fire until the cable into the studio was burned and they were ordered out of the building by the fire chief. Other station employes, summoned by the broadcasts, helped carry out some of the studio equipment.

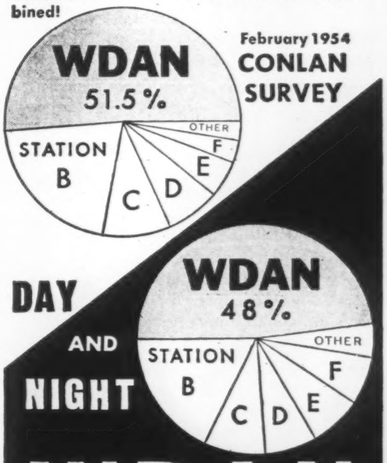
CHCH-TV Starting Date

CANADA

CHCH-TV Hamilton (ch. 11) was to go into operation yesterday (Sunday), according to Canadian Broadcasting Corp. CHCH-TV has been delayed about a month by construction obstacles. It becomes the 10th Canadian tv station on the air and will be part of the CBC tv network, with connection by microwave link to CBLT Toronto, CFPL-TV London, CKCO-TV Kitchener, CBOT (TV) Ottawa, CBMT (TV) Montreal, and CFCM-TV Quebec.

. . . the Story Remains the Same in Danville

WDAN is a MUST buy if you want coverage in East Central Illinois' and Western Indiana's rich market. WDAN gives you more listeners than all other stations combined!



WDAN
CBS RADIO
DANVILLE, ILL.
REPRESENTED BY
EVERETT-McKINNEY, INC.
NEW YORK — CHICAGO

HALLE-LUJAH!

Salvation is here again for summer advertising!

Operation
Sunburst

Dynamic $100,000 summer sales promotion for Crosley Group Advertisers

WATCH FOR THE BIG ANNOUNCEMENT

Chicago Meet Explores Educational Tv Problems

DISCUSSION of potential audiences for educational television was to highlight a number of subjects slated for exploration during a two-day conference which opened in Chicago last Friday under auspices of the Illinois Institute of Technology.

Among the topics to be aired were the role of the professional educator in educational tv; a report on plans for educational WTTW (TV) Chicago on ch. 11; the community television station; talent training; program content; production formats for the medium, and others.

Clyde Hart, director of the National Opinion Research Center, was slated to open Saturday's session with a talk on audience potential. Ben Park, program manager, WNBQ (TV) Chicago, was scheduled to analyze production formats for educational video.

Edward L. Ryerson, president of the Chicago Educational Television Assn., permittee of WTTW, was to review his station's planning Friday. On Saturday's agenda was a report by Robert J. Blakely, central region office manager of the Fund for Adult Education; a prize-winning model educational tv program, and a summary of conference reports.

Theme of the conference was to be pursued by John Ross Winnie, tv director at Iowa State U. (WOI-TV) with a talk on the professional educator's role.

Over 200 representatives from 27 educaitonal and cultural institutions, who make up voting membership of CETA's educational advisory board, were in attendance as the sessions opened.

MINOT TV*

"Ear" you forget!

52 COMPLETED ½ HR. SITUATION COMEDIES

THE Hank McCune SHOW

FIRST RUN AVAILABLE IN YOUR LOCAL AREA NOW!

*Sold in Association with MPA & United Films Service

INDIANA U. students Robert McLaughlin (l), Toronto, Ont., and Jerome Chamberlain, Peru Ind., have won the annual Sarkes and Mary Tarzian scholarships, valued at $250 each, to encourage the study of radio-tv at Indiana U. The Tarzians are owners of WTTS-WTTV (TV) Bloomington.

WRTV (TV) to Telecast Grade School Tv Tests

IN WHAT was said to be the first project of its kind, educational tv, using telecasts by WRTV (TV) Asbury Park, ch. 58 commercial station, will be tested in some 15 classes in about nine New Jersey grade schools for nine days starting today (Monday), it was announced last week.

Nine half-hour daily programs are to be presented to the social studies classes of selected fifth and sixth grade classrooms by the Television in Education project of the New Jersey State Teachers College in Upper Montclair, N. J., operating under a grant from the Fund for Advancement of Education.

Dr. George A. Kelly, director of the Television in Education project, said the series will be the first of its kind which integrates a television program directly into the school curriculum, rather than being an addition to the curriculum, and the first to constitute a connected unit of school work. Results of the test will be presented to the Fund for Advancement of Education and may lead to greatly expanded experimentation in that field, it was said.

WRTV is donating use of its facilities for presenting the programs, which are being prepared at Montclair for telecast by video recordings.

NBC-NU Set Tv Institute In Chicago June 18-July 31

PLANS for the 13th annual television institute co-sponsored in cooperation with Northwestern U. were announced last Monday by NBC Chicago. The sessions will run June 18 through July 31 in the Merchandise Mart.

The institute will offer nine quarter-hours of credit to 25 students who take part in advanced training in tv management and direction and production techniques. Three to five exceptionally-qualified students will be selected for the summer institute's seminar-internship program.

Guest lecturers from agency, package, sales, writing, educational tv and other fields will deliver talks to supplement teaching assignments by professional broadcasters.

Donley F. Feddersen, chairman of Northwestern U.'s radio-tv department, will direct the institute, with Miss Judith Waller, education and public affairs director at NBC Central Div., serving as co-director.

Among speakers will be George Heinemann, WMAQ-WNBQ (TV) Chicago program director, who will help coordinate the course on "Television Station Management"; Don Meier, WNBQ production director, who will talk on "Television Directing Techniques," and Ben Park, NBC Chicago program manager, who will teach "Television Production Procedures." Curt Nations, WNBQ art director, and David Parker, the station's tv director, will assist Mr. Park.

WCTC-FM Offers Time To School Systems

WCTC-AM-FM New Brunswick, N. J., has offered its fm facilities for five hours daily Monday through Friday to the school systems of Middlesex and Somerset counties for educational broadcasting, James L. Howe, president, has announced.

Mr. Howe said the plan has been submitted to Dr. Frederick Raubinger, state commissioner of education, after discussion with educational leaders in the two counties. The county educational systems would use WCTC-FM from 9 a.m.-noon and 1-3 p.m., with no commercials during these hours, but WCTC-FM would reserve the right to cancel any part of the time on short notice to present any other programs or announcements it considers in the public interest.

Communications Workshop

A COMMUNICATIONS workshop will be held July 30 by the Div. of University Extension of the Massachusetts Education Dept.'s Office of Audio-Visual Education at the Massachusetts School of Art, Boston. Cooperating are WNAC-TV, WBZ-TV, WEEI, WHDH, all Boston, and Advertising Club of Boston, Boston U., Emerson and Simmons colleges and Massachusetts Library Assn. Among visiting lecturers scheduled are Maurice B. Mitchell, president of Encyclopaedia Britannica Films, Wilmette, Ill., and NARTB President Harold E. Fellows.

NYU Radio-Tv Workshop

NEW YORK U.'s 19th annual summer workshop in television and radio will open June 28 and run six weeks, offering 14 courses, to be directed by Robert J. Landry, formerly a producer with CBS-TV. Guest lecturers will include Leon Goldstein, vice president in charge of programs, WMCA New York; Gustav B. Margraf, vice president in charge of talent negotiations, NBC; Lawrence Menkin, director of programs, WOR-TV New York; Walter Craig, vice president and director of advertising, Pharmaceuticals Inc., New York.

JCET Elects Henry

DR. DAVID D. HENRY, executive vice chancellor of New York U., has been elected chairman of the Joint Committee on Educational Television. He represents the American Council on Education on JCET. For the past year, Dr. Henry has been active in planning for New York City's noncommercial educational station on reserved ch. 25, to be operated by the Metropolitan Educational Tv Assn.

DuMONT FILE KIT

DUMONT Television Network sent to several hundred key business executives last week a new file kit on the uses and costs of closed circuit television for sales meetings, conventions and demonstrations. Designed as a permanent office file folder, the kit will be kept active by DuMont with additional mailings on the latest developments in closed circuit television. Among the business concerns described as users of DuMont's closed circuit service are: The Atlantic Refining Co., Chevrolet Division of General Motors Corp., Esso Standard Oil Co., Schenley Distributors Corp. and Sheraton Corp. of America. The DuMont file kit and other information may be obtained from Morris A. Mayers, general manager of closed circuit operations, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

LAND JUDGING TURNOUT

ELEVEN foreign countries and 23 states were represented by about 2,000 contestants and observers attending the third annual "Land Judging Contest," sponsored by WKY-AM-TV Oklahoma City, according to that station. Winners received a total of $1,800 in prizes in addition to handsome trophies and certificates donated by the station. Harold Dedrick, station farm director, said that the ultimate goal of the project is "to establish land judging in every county in the nation." Land judging contests have been declared by the Future Farmers of America, to be: "one of the 20th century's greatest contributions in the fight to save the soil."

KROX ACCOUNT CARD

INSTEAD of sending out "past due" and "please remit" letters to its' accounts on the 10th of each month, KROX Crookston, Minn., made itself and some of its accounts feel better by sending the following card: "Ordinarily when sending out a letter following a monthly statement we necessarily make it a reminder of a past due account. However you are one of a selected group of our very best accounts and it is our sincere pleasure to have your business and personal friendship. Radio station KROX, its management and staff, wish to take this opportunity to compliment you on your application of an excellent code of business ethics, and on your prompt payment of bills rendered."

'PARTY LINE' ACCLAIM

FOUR-week old, unrehearsed *Jones Party Line* on WCOG Greensboro, N. C., a listener- participation program which airs satisfactions and/or gripes via telephone to host Bob Jones has achieved "incredible" success, according to that station, and was the subject of an article by *Newsweek*, May 10. All types of people discuss all types of subjects—only race and religion are taboo—on the nightly, hour-and-a-half show, and problems that run the full gamut of human nature are aired. Most calls, however, roughly 85% of them, are concerned with the local issues that concern the average citizen.

PHILADELPHIA'S Junior Baseball Federation will sponsor a June 28 game between the Athletics and Phillies, designed to benefit "30,000 sandlot ball-playing boys." Radio and tv backing to the project includes (l to r): William B. Caskey, WPEN, chairman for the event, and Arthur N. Hinkel, Federation executive, shown seated with caps and bats. Standing—John LaCerda, The LaCerda Agency; Gordon Davis, KYW; William Banks, WHAT; Stan Lee Broza, WPTZ (TV); Pat Stanton, WJMJ; Murray Arnold, WPEN; Joseph Connolly, WCAU; Varner Paulsen, WIP; Doug Hibbs, WTEL, and Rupe Werling, WIBG.

WJAS DOUBLES UP

TWO sports reporters participate on a different kind of sports program over WJAS Pittsburgh. Aptly titled *Sports Daily Double*, the show features Charlie Reichblum, its originator, and an assistant, Hilary Bogden, who discuss sports in general, report up-to-the-minute news and conduct guest interviews. The station reports that with two people participating, it facilitates carrying a lot of information and the mail indicates that the program is getting more popular week after week.

KTVA (TV) MARKET REPORT

KTVA (TV) Anchorage, Alaska, has issued a market report on its coverage area, which states that the 75,000 population spends $120 million annually on retail sales, $13 million of which is spent in 30 grocery stores. Also contained in the report is geographical, transportation and distribution information plus other financial information relating to bank deposits and corporations. A description of station facilities is presented along with a description of the market, referred to as a "quality market," where 98% of the products used are national brands. Programs, personnel, station policies, promotion and publicity and rates—compared to other media—are outlined to round out the report.

AAA ELECTS 'MR. DRAGON'

"OLIVER J. DRAGON," co-star of NBC-TV's *Kukla, Fran & Ollie*, was elected to serve as honorary Grand Marshal in the 18th annual American Automobile Assn. School Safety Patrol Parade & Assembly, held in Washington (D. C.) May 7-8. The AAA reports that Ollie was delighted to show his friend, Kukla, who was "really top man," to the nation's 550,000 School Safety Patrol members. Last year,

STANDARD Sound Effects Library

INDISPENSABLE

for every RADIO and TV STATION!

Biggest and best in the business. Over 1000 effects recorded from life with utmost realism and fidelity. On 78 r.p.m. vinyl plastic discs.

Send for FREE Catalog!

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

WJR Down Under

WJR Detroit, 50-kw clear channel station on 760 kc, reports its early morning programs and some of its late evening broadcasts are received as far away as New Zealand, according to letters received by the CBS affiliate.

WJR programs have been received in all the 48 states and in New Zealand, British Columbia, Saskatchewan, Newfoundland, Nova Scotia, Iceland, the Azores, Cuba, Panama, Mexico, Alaska, Greenland, Venezuela and other parts of South America as well as in Sweden. Many report unusually clear reception, WJR said.

Kukla was made an honorary lifetime member of the Patrol and Mr. Dragon's avowed interest in the traffic safety movement was overlooked by the AAA, but despite hurt feelings over Kukla's preferential treatment of last year, the invitation to lead the youngsters in the parade this year finally brought Mr. Dragon ". . . around."

WRTV (TV) ADVERTISEMENT

WRTV (TV) Asbury Park, N. J., ran a full-page advertisement in the May 6 *Asbury Park Press* which boosted that station's "more and greater programs" for the month of May, and urged readers with tv sets to have their sets converted so they could receive ch. 58 WRTV. A list of servicemen and dealers who display the WRTV Seal of Approval was included as well as pictures of station personalities and scenes from various programs. Also listed was a program schedule of important coming events to be televised in May with the hint that June holds the promise of even better things to come. The ad points out that arrangements with a large New York agency are being concluded to use WRTV to test "big new" shows before they go on the networks. A welcome to seven new advertisers is extended with an invitation to others interested to call for rates and details.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

The New Revue every Friday, 5:30-6 p.m. (sustaining).

NBC-TV

May 24-June 2: *Bride & Groom*, 12 noon-12:15 p.m. EDT (Andrew Jergens through Robert W. Orr & Assoc.)

[Note: This schedule will be corrected to press time of each issue of B•T]

WTAG CELEBRATION

OVER 300 listeners attended the second annual WTAG Worcester, Mass., "Julie 'n Johnny" breakfast, broadcast from that city's Sheraton Hotel, which was climaxed by a $500 sale for a local appliance dealer within 15 minutes after sign-off, according to that station. American Airlines donated carnations for all ladies attending and six WTAG hostesses modeled an advertiser's hats. Diamonds valued at more than $10,000, loaned by a jewelry sponsor, were modeled by WTAG folk singer, Clare Cassidy. Prizes were awarded in various categories, including eldest birthday and anniversary celebrants. Commercial displays included eight cages of parakeets from a pet store sponsor, and a refrigerator from a local appliance dealer—which precipitated a refrigerator and electric stove sale. A winner selected from audience mail on "What makes a woman attractive?" received a complete hair-styling onstage and had an original hat designed by a local designer. A bakery advertiser provided attendants with a miniature anniversary cake, and those interviewed on the program received enlarged photographs, taken on the spot by a local camera shop owner.

CKNW 'JOB FINDER'

CKNW New Westminster, B. C., has a thrice-weekly *Job Finder* program, which lists jobs available through the Canadian government's National Employment Service for which no applicants have turned up. According to reports, an average of 20 listeners each week find employment through the program.

THE LATEST
WCKY
STORY

82% of Cincinnati's Big "Out of Home" Audience *listen to WCKY*
In 504 quarter hours weekly
(6 am to midnight — 7 days a week)
1st Place Rating
WCKY——412
All Four Network
Stations *Combined——170*
Get this big "PLUS" This Summer

WCKY

ANNE LEE CEGLIS, women's affairs director of WGH Norfolk, Va., who as "Miss Virginia" was runner-up in the 1953 "Miss America" pageant, waves goodbye as she departs by Pan American Airways for a two-month tour of Great Britain, Denmark, Sweden, Belgium, Germany, Switzerland, Italy and France. She will tape-record her daily half-hour program at foreign radio stations for broadcast by WGH during her absence.

LIKE FATHER, LIKE SON

THE CROSBY name will continue on CBS Radio, with son Gary substituting for Bing on half-hour Sunday evening (9-9:30 p.m. PDT) time period as summer replacement. Format of 13-week program, starting June 6, will be similar to father Bing's, with Gary singing and acting as host to guest stars. Writer and co-producer Bill Morrow and co-producer Murdo McKenzie of *Bing Crosby Show* will continue in same capacities on *Gary Crosby Show*.

KTUL MARKET KIT

KTUL Tulsa announces the availability to agencies and advertisers of a new market kit for the Tulsa-Northeastern Oklahoma market. Made up in folder form, the kit points to a billion dollar market of over 800,000 people who spend more than $157 million for food, over $22 million for drugs, over $177 million for automotive products and over $36 million for furniture and household goods. The Tulsa county average family has a larger income than the national average, according to the report. The market kit breaks the figures down into counties and copies of letters from satisfied KTUL advertisers are displayed. Sponsors who would use KTUL, are shown the aids and benefits to be received in "The Oil Capital of the World."

Early Birds Get Worms

AN announcement on WIP Philadelphia's *The Dawn Patrol* (12:30-6 a.m.) on the morning before the trout season opened brought more than 125 fishermen to a West Philadelphia fishing shop which advertised it would give away free worms. Fishermen began arriving at 12:45 a.m. and continued until the last of the 1,500 worms was given away at 8 a.m.

CKOV 'STORK CLUB'

CKOV Kelowna, B. C., has a thrice-weekly sponsored *Stork Club* program, in which a local druggist presents gifts of dusting powder, cologne and other drug store items to new mothers at the local hospital. The new baby also receives a small gift, and a cigar manufacturer supplies the new father with a cigar. A "Stork Club Membership Book" is on display in the local drugstore.

MERCHANDISING BROCHURE

A MERCHANDISING file-brochure, which shows 13 additional merchandising and promotional services available to sponsors, is being sent to agencies and advertisers by KPTV (TV) Portland, Ore. Aids available to sponsors who meet certain requirements include: preferred chain store displays, mailing pieces, news releases, direct mail announcements, point-of-sale aids, on-the-air promotion, free photos of stars for self-promotion, free station stickers for products on retail display, an ad in *Tv Life,* station window display, newspaper promotion, program schedule announcement and a 13-week report on what KPTV has done to promote the sponsor's program or product. The brochure emphasizes this ". . . Extra sales action for your KPTV advertising."

IN conjunction with its seven newscasts daily, seven days a week on WKNB Hartford, Tom McLaughlin Tire Co. is striving to promote highway safety and report on Connecticut highway conditions. For these efforts Mr. McLaughlin (seated, l) here receives public commendation from William M. Green (seated, r), state director of highway safety. Standing (l to r) are Sid Silverman, sales representative, and Gustav Nathan, commercial manager, both WKNB.

REPORTING SERVICE NEWS

WHO Des Moines has issued a leaflet describing its Sports Reporting Service, organized by Sports Director Jim Zabel, which has produced such complete coverage that, according to the 1953 Iowa Radio-Tv Audience Survey, WHO is preferred for sports by more Iowans than the next five leading stations combined. The station sends students a sports correspondent card, which states that all courtesies extended to the bearer in covering high school games will be appreciated by the station; the student, oftentimes coaches and teachers, call in the scores of varsity games collect, as soon as the results are determined. The leaflet contends that more than 800 Iowa high schools, representing about 1,500 teams, were covered by WHO sports reporters during the 1953 school year. The station reports that Jim Zabel handled more than 7,000 high school scores during 1953—90% of which were called in long distance by sports reporters, real "grass roots" coverage.

BAB HONORS WTTM

WTTM Trenton, N. J., and three of its advertisers were honored by Broadcast Advertising Bureau at a special luncheon a fortnight ago. R. David Kimble, director of local promotion for BAB, in New York City, presented the station with one first prize and two third prizes in the recent "Radio Gets Results" contest, the only station in the country, according to WTTM, to win in three separate categories. The three advertisers, J. B. Van Sciver Co., Volk Motors and the Hurley-Tobin Co., also received prizes at the luncheon.

CONTEST ENTRY RECORD

A RECORD-breaking 75,000 cards and letters were received in the recently concluded *Stop, Look & Listen* contest conducted by host Tom Moorehead on WFIL-TV Philadelphia. The contest, which served to introduce the new model Nash automobile in the Philadelphia area, brought mail from more than 40 counties in the WFIL-TV four-state coverage area. A Nash "Metropolitan" was top prize in the contest which spurred sales on that model to such an extent, a complete sellout on all available "Metropolitans" occurred within three days, according to that station.

WARM POSTER PROMOTION

A THREE-color, 24-sheet poster with three-dimensional quality, is being used in its Scranton-Wilkes-Barre coverage area by WARM-TV Scranton to call attention to its facilities. The billboard-type poster, designed by the Morse Adv. Agency, Scranton, reads: "See WARM-TV Now . . . Ch. 16 . . . ABC Television Network."

COLGATE REPLACES COLGATE

EFFECTIVE June 6 the summer replacement for the *Colgate Comedy Hour* will be the *Colgate Summer Comedy Hour,* NBC-TV, Sun. 8-9 p.m., an hour long revue with the accent on youth, James C. Douglass, director of radio and tv, and Austin Peterson, partner in the Hollywood office of Ted Bates Inc., announced last week. Nat Karson will produce the New York originating shows and Jack Donohue and William Asher will produce the Hollywood telecasts.

The 'Little Guy', Too

RADIO pays off for the "little guy" as well as the big advertiser, according to Palm & Shields Variety & Hardware Store, Fresno.

Terming himself a "little business man on a neighborhood basis," owner Ed Ohanian, believing radio was only for the big advertiser, bought a schedule of 25 spot announcements on KBIF that city in April, "against my better judgment." He reported the first two spots brought 40 direct inquiries which resulted in sales of everything from garden hose to hedge shears, "I was wrong and enjoyably so." The spots were so successful that he contracted for a 26-week schedule in May.

T. B. PROGRESS REVIEWED

IN CONNECTION with the 50th annual convention of the National Tuberculosis Assn. in Atlantic City last week, the *Johns Hopkins Science Review* (DuMont, Thurs., 9-9:30 p.m. EDT) presented May 20 a history of the prog-

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A
WICHITA
STUDIO!

NOW, a studio in Kansas' largest metropolitan center . . . another convenience offered to advertisers by localizing shows and production for participation and dealer co-op., in the Lassen Hotel, downtown Wichita. Covers over 50% of central Kansas families.
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KTVH
HUTCHINSON - WICHITA

VHF 240,000 WATTS

CBS BASIC—DU MONT—ABC
REPRESENTED BY H-R TELEVISION, INC.
COVERS CENTRAL KANSAS

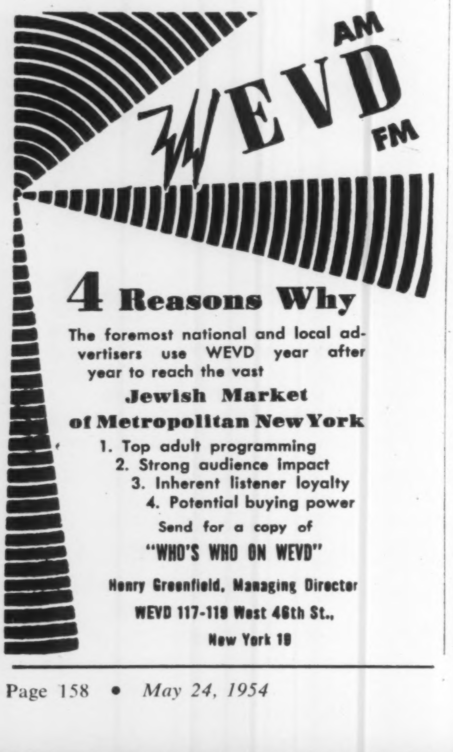
Campus Campaigners

OPPOSING campus political parties at the U. of North Carolina, Chapel Hill, bought five-minute segments of time on a late evening disc jockey show on 50-kw WPTF Raleigh, 30 miles away, on the night before elections, to place their causes before the students. The Student Party bought its segment of *Our Best to You,* aimed at college audiences and the University Party bought a preceding segment on the same show to "retaliate," according to WPTF, which says the two parties should be able to get 80% of the 7,000 students to listen and thus pay "only $4.29 per thousand listeners," which WPTF said is one-third less than the cost of sending post cards to each student.

ress that has been made in the fight against tuberculosis during the past 50 years, with emphasis on the development of X-ray and radiological techniques.

'THAT ALL MAY LEARN'

A THIRTEEN-week dramatized documentary of the 100-year history of Texas schools titled *That All May Learn,* produced by the U. of Texas Radio House, has been scheduled on 100 radio stations making the programs available in every community in the state, according to Gale R. Adkins, Radio House director. The Texas Education Agency supplies broadcast tapes to cooperating radio stations, and although intended primarily for a general audience, the centennial series is being heard in many Texas classrooms. Every school system in the state has been informed concerning the content and station availability of the series, according to Radio House.



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The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

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2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

Station Authorizations, Applications
(As Compiled by B • T)

May 13 through May 19

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of April 30, 1954 *

	AM	FM	TV
Licensed (all on air)	2,540	528	101
CPs on air	23	24	†286
CPs not on air	112	16	190
Total on air	2,562	552	387
Total authorized	2,675	568	577
Applications in hearing	129	4	183
New station requests	158	4	52
Facilities change requests	139	13	28
Total applications pending	762	110	238
Licenses deleted in March	2	2	0
CPs deleted in March	2	1	8

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially.

* * *

Am and Fm Summary through May 19

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,577	2,546	147	162	129
Fm	557	529	40	5	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	238	307	545[1]
Educational	12	17	29

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	255	121	376
Noncommercial on air	2	3	5

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	918	337	711	525	1,237[2]
Educational	53		27	26	53[3]
Total	971	337	738	551	1,290[4]

[1] Seventy-three CP's (12 vhf, 61 uhf) have been returned.

[2] One applicant did not specify channel.

[3] Includes 29 already granted.

[4] Includes 574 already granted.

* * *

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Flint, Mich.—WJR The Goodwill Station Inc., granted vhf ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 897 ft. Estimated construction cost $1,172,500, first year operating cost $525,000, revenue $800,000. Post Office address: Fisher Bldg., Detroit, Mich. Studio location: 3002 E. Court. Transmitter location: 3.2 miles NW of Clarkson, Mich. Geographic coordinates: 42° 46′ 20″ N. Lat., 83° 27′ 28″ W. Long. Transmitter RCA, antenna RCA. Applicant is licensee of WJR-AM-FM Detroit. Principals in WJR include President **John F. Patt,** individually and with his family own (12½%), Vice President and General Manager **Worth Kramer** (0.3%) Vice President in Charge of Engineering **George F. Leydorf** (0.21%), Vice President **George W. Cushing** (0.23%), Vice President **Gordon Gray,** Secretary-Treasurer **Elmer M. Krause** (5%), and **Frances S. Parker** (26.5%) as individual and 26.5% as executrix of estate of G. A. Richards). Granted May 14.

Wausau, Wis.—Wisconsin Valley Television Corp., granted vhf ch. 7 (174-180 mc); ERP 100.5 kw visual, 60.4 kw aural. Estimated construction cost $260,379, first year operating cost $250,000, revenue $250,000. Post Office address % A. F. Berner, Station WATK, Antigo, Wis. Transmitter location R. F. D. #4, near Wausau. Legal counsel Cohn & Marks, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President **John C. Sturtevant,** Vice President **George T. Frechette,** Secretary **Artemas F. Berner,** Treasurer **Howard A. Quirt, Walter B. Chilsen** and **Clifford G. Ferris.** Stockholders include **Antigo Bcstg. Co.** (licensee of WATK Antigo) (5 5/9%), stock voted by Mr. Berner; **Berner Bros. Pub. Co.** (publisher of Antigo daily newspaper) (5 5/9%), partnership composed of Mr. Berner and **Henry L. Berner,** each of whom owns 50%; **Rhinelander Pub. Co.** (publisher of Rhinelander Wis., daily newspaper) (11 1/9%), voted by Mr. Ferris; **Wisconsin Rapids Tribune Co.** (publisher of daily newspaper in Wisconsin Rapids, Wis.) (8⅓%), stock voted by Mr. Frechette and **William F. Huffman Jr.; William F. Huffman Radio Inc.** (licensee of WFHR-AM-FM Wisconsin Rapids) (8⅓%), stock voted by Messrs. Frechette and Huffman; **Record Herald Co.** (publisher of daily newspaper in Wausau, Wis.) (33⅓%), stock voted by Mr. Sturtevant; **Merrill Pub. Co.** (publisher of daily newspaper in Merrill, Wis.) (11 1/9%), stock voted by Mr. Chilsen, and **News Pub. Co.** (publisher of daily newspaper in Marshfield, Wis.) (16⅔%), stock voted by Mr. Quirt. Grant was made possible by dismissal of competitive bid of WSAU Wausau, Charles Lemke, 49% owner WSAU, acquires 25% option in new tv venture. John R. Tomek, 51% owner WSAU, is retained as consultant. Granted May 13.

APPLICATION AMENDED

Boston, Mass.—Allen B. DuMont Labs. Inc. amends bid for new tv station on vhf ch. 5 to change studio location to 264 Huntington Ave., Boston; transmitter location to Glenley Terrace, Boston; antenna height above average terrain 1,000 ft. Filed May 12.

Existing Tv Stations . . .

ACTIONS BY FCC

WCOV Montgomery, Ala.—Capitol Bcstg. Co. granted modification of CP for uhf ch. 20 to change ERP to 200 kw visual, 117 kw aural; antenna height above average terrain 440 ft. Granted May 10; announced May 18.

KGLO-TV Mason City, Iowa—Lee Radio Inc. granted STA to operate commercially on vhf ch. 3 for the period ending June 14. Granted May 7; announced May 18.

WITH-TV Baltimore, Md. — WITH-TV Inc. granted modification of CP for uhf ch. 72 to change ERP to 95.5 kw visual, 52.5 kw aural; change transmitter location to south side of New Edmondson Ave., extended, between Ingleside and Winters Lane, Baltimore; antenna height above average terrain 510 ft. Granted May 14; announced May 18.

WHEC-TV Rochester, N. Y.—WHEC Inc. granted modification of CP for share time operation on vhf ch. 10 to change ERP to 123 kw visual, 66.1 kw aural; antenna height above average terrain 450 ft.; completion date 11-14. Granted May 14; announced May 18.

WVET-TV Rochester, N. Y.—Veterans Bcstg. Co. granted modification of CP for share time operation on vhf ch. 10 to change ERP to 123 kw visual, 66.1 kw aural; antenna height above average terrain 450 ft.; completion date 11-14. Granted May 14; announced May 18.

WUTV (TV) Youngstown, Ohio—Vindicator Printing Co. granted modification of CP for uhf ch. 21 to change ERP to 91.2 kw visual, 45.7 kw aural; change transmitter and studio location to Mable Ave., between Gibson and Zedaker, Youngstown; antenna height above average terrain 964 ft. Granted May 13; announced May 18.

KVDO (TV) Corpus Christi, Tex.—Coastal Bend Tv Co. granted STA to operate commercially on uhf ch. 22 for the period ending Sept. 6. Granted May 7; announced May 18.

STATION DELETED

WSCV (TV) Spartanburg, S. C.—Sterling Telecasting Co. FCC deleted tv station on uhf ch. 17 at request of attorney. Deleted May 14.

APPLICATIONS

WSLA (TV) Selma, Ala.—Deep South Bcstg. Co. seeks modification of CP for vhf ch. 8 to change transmitter and studio location to U. S. Hwy. 31, 5 miles N of Prattville, Ala.; ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 2,000 ft. Filed May 14.

WGR-TV Buffalo, N. Y.—WGR Corp. seeks modification of CP for vhf ch. 2 to change transmitter location to Lafayette Hotel, Washington and Clinton Sts., Buffalo; ERP to 66.1 kw aural; antenna height above average terrain 385 ft. Filed May 17.

WKBN-TV Youngstown, Ohio—WKBN Bcstg. Corp. seeks modification of CP for uhf ch. 27 to change ERP to 160 kw visual, 95 kw aural, directional; antenna height above average terrain 553 ft. Filed May 17.

WUSN-TV Charleston, S. C.—Southern Bcstg. Co. seeks modification of CP for vhf ch. 2 to change transmitter location to U. S Route 17 at Old Ferry Landing, Charleston; change ERP to 100 kw visual, 53.77 kw aural; antenna height above average terrain 788.5 ft. Filed May 17.

New Am Stations . . .

ACTIONS BY FCC

Naples, Fla.—George Dewey Polly granted 1270 kc, 500 w daytime. Estimated construction cost $20,245, first year operating cost $22,780, revenue $36,000. Mr. Polly is in real estate sales and development in Naples. Post office address Motel Tamiami, Naples. Granted May 19.

Jacksonville, Fla.—Telerad Inc. granted 1280 kc, 1 kw daytime. Post office address 1307 Glenn Garry Rd. Estimated construction cost $17,000, first year operating cost $40,000, revenue $60,000. Principals include President **John A. Boling** (60%), former owner WNER Live Oak, Fla.; Secretary **Opal D. Boling** (20%), and Treasurer **Beverly G. Boling** (20%). Granted May 19.

Cheboygan, Mich.—Straits Bcstg. Co. granted 1490 kc 100 w unlimited. Post office address ℅ Radio Station WPTW Piqua, Ohio. Granted May 19.

Redwood Falls, Minn.—Harry Willard Linder granted 1490 kc, 100 w unlimited. Post office address P. O. Box 393, Willmar, Minn. Estimated construction cost $18,816, first year operating cost $43,000, revenue $45,000. Mr. Linder is licensee of KMHL Marshall, Minn., president-58% stockholder KDMA Montevideo, Minn., president-10% stockholder KTOE Mankato, Minn. Granted May 19.

Jamestown, N. D.—James River Bcstg. Co. granted 1400 kc, 250 w unlimited. Post office address ℅ Robert E. Ingstad, Valley City, N. D. Estimated construction cost $16,040, first year operating cost $25,000, revenue $30,000. Principals include President **Robert E. Ingstad** (78.95%), president-majority stockholder-general manager KOVC Valley City, N. D.; Vice President **James J. Flannery** (5.26%), City Alderman; Secretary **E. A. Moline** (5.26%), contractor, and Treasurer **H. W. Lyons** (2.63%). Granted May 19.

Chattanooga, Tenn.—Greenwood Bcstg. Co. (WABG Greenwood, Miss.), 600 kc, 1 kw daytime. Post office address 222 Howard, Greenwood, Miss. Estimated construction cost $8,000, first year operating cost $40,000, revenue $70,000. Sole owner is Cy N. Bahakel. Granted May 19.

Yakima, Wash.—Independent Bcstrs. granted 900 kc., 250 w daytime. Estimated construction cost $6,800, first year operating cost $33,600, revenue $40,000. Walter N. Nelskog is sole owner. Mr. Nelskog is disc-jockey KRSC Seattle; sole owner Music Makers, dance promotion, and ⅓ owner Northwest Attractions, artist promotion. Post office address 3915 S.W. 106 St., Seattle. Granted May 19.

APPLICATIONS

Waycross, Ga.—Denver T. Brannen, 970 kc, 1 kw daytime. Post office address P. O. Box 155, Waycross. Estimated construction cost $21,500, first year operating cost $40,000, revenue $50,000. Mr. Brannen is president-98% owner KCIL Houmz, La., and 33% stockholder WACL Waycross.

Pittsfield, Ill.—Pike Bcstg. Co., 1580 kc, 250 w daytime. Post office address Box 481 Taylorville, Ill. Estimated construction cost $16,829, first year operating cost $25,000, revenue $30,000. Principals include **Roger L. Moyer** (45¾%), ½ owner WTIM Taylorville, **Keith W. Moyer** (45¾%), general manager WTIM; **Sam H. Morton** (5%), local drug store owner; **Warren W. Taylor**, insurance, and **Caterina Chesi** (2½%). Filed May 11.

WATCH ANNOUNCEMENT OF *NEW*
RAYMOND MASSEY SERIES JUNE 14

imperial WORLD films, inc.
CHICAGO, ILL.

New Albany, Miss.—New Albany Bcstg. Co., 1490 kc, 250 w unlimited. Post office address ℅ Vernon K. Wroten, Booneville, Miss. Estimated construction cost $8,800, first year operating cost $15,000, revenue $20,000. Principals include **Vernon K. Wroten** (51%), engineer-20% stockholder WTUP Tupelo, Miss., and manager-engineer WBIP Booneville, Miss.; and **Wynez Wroten** (49%), program director at WBIP. Filed May 13.

St. Louis, Mo.—Sam Johns d/b as St. Louis Bcstg. Co., 1600 kc, 1 kw daytime. Post office address 221 E. Kentucky St., Blytheville, Ark. Estimated construction cost $30,980, first year operating cost $57,636, revenue $90,000. Mr. Johns is owner of Blytheville restaurant, liquor store and recreation parlor. Filed May 17.

Virginia Beach, Va.—J. S. Banks, J. P. Guzzy, J. L. Hoarty Jr., W. W. McClanan Jr. and J. P. Sadler d/b as Virginia Beach Bcstg. Co., 1600 kc, 1 kw daytime. Post office address 7310 Atlantic Ave., Virginia Beach. Estimated construction cost $23,100, first year operating cost $36,000, revenue $40,000. Principals include **J. S. Banks** (19%), hotel operator; **J. P. Guzzy** (19%), hotel owner; **J. L. Hoarty Jr.** (24%), local Chamber of Commerce; **W. W. McClanan Jr.** (19%), cleaners and laundry; and **J. P. Sadler** (19%), building material distributor. Filed May 17.

Thermopolis, Wyo.—Thermopolis Bcstg. Co., 1240 kc, 250 w unlimited. Post office address 228 Klink Building, Thermopolis. Estimated construction cost $15,030, first year operating cost $24,000, revenue $30,000. Principals include President **H. Scott Taylor** (5%), Hot Springs State Park superintendent; Vice President **Joe C. Henry** (0.1%), electric service and home builder; Secretary-Treasurer **Joe Cavalli** (5%), attorney; **William Omenson** (20%), hotel owner, and 13 other local businessmen. Filed May 13.

APPLICATIONS AMENDED

Pine Bluff, Ark.—Empire Bcstg. Co. amends bid for new am station on 540 kc 10 kw daytime to specify unlimited hours of operation. Filed May 12.

Macon, Ga.—James S. Rivers tr/as The Southeastern Bcstg. System amends bid for new am station on 540 kc 10 kw daytime to specify 5 kw, directional. Filed May 12.

Ripley, Tenn.—Earl W. Daly tr/as West Tenn. Radio Service amends application for new am station on 1540 kc 250 w daytime to specify 1220 kc. Filed May 11.

Existing Am Stations . . .

ACTIONS BY FCC

WLAK Lakeland, Fla.—Lakeland Bcstg. Corp. granted CP to increase daytime power from 1 kw to 5 kw on 1430 kc with 1 kw night. Granted May 19.

WLBN Lebanon, Ky.—Lebanon-Springfield Bcstg. Co. granted CP to change from 500 w to 1 kw on 1590 kc daytime. Granted May 19.

WPAC Patchogue, N. Y.—Patchogue Bcstg. Co. granted CP to increase power from 250 w to 1 kw on 1580 kw daytime. Granted May 19.

WLON Lincolnton, N. C.—Lincoln County Bcstg. Co. granted CP to change from 1270 kc to 1050 kc with 500 w. Granted May 19.

APPLICATIONS

KSBW Salinas, Calif.—Salinas Bcstg. Corp. seeks CP to increase power from 1 kw to 5 kw on 1380 kc. Filed May 10.

WNIM Moultrie, Ga.—M. B. Mills & Douglas J. Turner d/b as Colquitt Bcstg. Co. seeks CP to increase power from 1 kw to 5 kw. Filed May 10.

WMDL Meyersdale, Pa.—WJAC Inc. granted request for cancellation of CP and deletion of call letters for new am station on 560 kc, 500 w daytime. Deleted May 12; announced May 18.

WRAD Radford, Va.—Rollins Bcstg. Inc. seeks CP to change from 1340 kc 250 w to 1460 kc 1 kw. Filed May 11.

Existing Fm Stations . . .

ACTIONS BY FCC

WFMT (FM) Chicago, Ill.—Gale Bcstg. Co. FCC sets aside action of April 26 license application for change of frequency of fm station on ch. 290 to ch. 254. Action May 14; announced May 18.

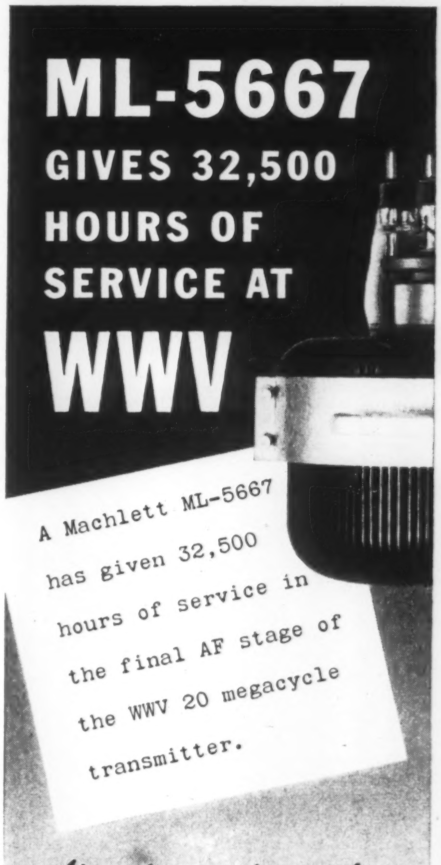
New AM Stations . . .

ACTIONS BY FCC

WNIC (FM) De Kalb, Ill.—Northern Ill. State Teachers College granted CP for new noncommercial educational fm station on ch. 201 (88.1 mc); ERP 0.0089 Granted May 10; announced May 18.

STATION DELETED

WAAF-FM Chicago, Ill.—Corn Belt Publishers Inc. granted request to cancel license and delete fm station on ch. 230. Deleted May 12; announced May 18.



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Ownership Changes . . .

ACTIONS BY FCC

KDMS El Dorado, Ark.—Radio Station KDMS Inc., granted voluntary assignment of license to James A. West Sr., James A. West Jr. and Paul E. Norton d/b as El Dorado Bcstg. Co. for $53,000. Principals in partnership include **J. A. West Sr.** (⅓), retail dry goods chain stores; **J. A. West Jr.** (⅓), retail dry goods chain store, and **Paul E. Norton** (⅓), commercial manager KDMS. Granted May 19.

KLIR Denver, Colo.—Frank Donald Hall tr/as Denver Bcstg. Co. granted voluntary assignment of license to George Basil Anderson for $75,000. Mr. Anderson is owner of KJSK Columbus, Neb., and KJRG Newton, Kan. Granted May 19.

WBAR Bartow, Fla.—William Avera Wynne granted voluntary assignment of license to Radio Station WBAR Inc. for $26,500. Principals include President **W. A. Wynne** (69.09%); Vice President **Anne H. Wynne** (3.63%); Secretary-Treasurer **Clarence E. Leeper** (17.47%), ⅓ owner WPNX Phenix City, Ala.; **Roy M. Greene** (3.63%), majority owner WHWD Hollywood, Fla., ⅓ owner WPNX and 55% owner WGLT Lanette, Ala. Granted May 19.

KIPA Hilo, Hawaii—Big Island Bcstg. Co. granted voluntary transfer of control of Aloha Bcstg. Co. (KHON Honolulu), majority stockholder of licensee to Bryson Ross Gardner. Transfer results from Mr. Gardner's purchase of 51% of KHON. Granted May 19.

KHON Honolulu, Hawaii—Aloha Bcstg. Co. granted transfer of control to Bryson Ross Gardner through sale of 51% interest for $4,800. Granted May 19.

KAKE-TV Wichita, Kan.—KAKE Bcstg. Co. granted assignment of CP for vhf ch. 10 to KAKE-TV Inc. Application is to carry out merger agreement whereby competitor Mid-Continent Tv Inc. withdrew its application and received option to purchase 50% interest. Principals include President **Mark H. Adams** (6.25%); Vice President **Theodore Gore** (6.5%); Vice President **Tom Palmer** (14%); Vice President **H. Zoller** (12%); Secretary **Ralph Gore** (6.5%); Asst. Secretary-Treasurer **Charles E. Jones** (6.25%), and Treasurer **Robert B. Dockum** (9.5%). Granted May 19.

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Operation Sunburst
Dynamic $100,000 summer sales promotion for Crosley Group Advertisers
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WREB Holyoke, Mass.—Valley Bcstg. Corp. granted voluntary transfer of control to Wakelin Realty Corp. through sale of 197 shares of stock for $19,700. Principals include President **William B. Wakelin** (34.9%); Treasurer **Abbie H. Wakelin** (10%); **James A. Wakelin** (20%), and **Helen Dornbush** (20%). All principals deal in real estate. Granted May 19.

WCLD Cleveland, Miss.—Cleveland Bcstg. Co. granted voluntary assignment of license to partnership of C. W. Capps & Lowry Tims d/b as Cleveland Bcstg. Co. for $36,200. Granted May 19.

KOTV (TV) Tulsa, Okla.—J. D. Wrather Jr., M. H. Alvarez, Mazie Wrather and General Tv Inc. granted assignment of CP and license to Osage Bcstg. Corp. for $4,000,000. Osage Bcstg. is subsidiary of J. H. Whitney Co., investment house. Principals include President **C. Wrede Petersmeyer,** Treasurer **Robert D. Ward,** Secretary **John K. Schemmes.** All are 10% partners in investment firm. Granted May 14.

KISD Sioux Falls, S. D.—KISD Inc. granted voluntary transfer of control to Verl K. Thomson through retirement of remaining 50% stock interests of H. L. Dibble, F. C. Walkup and H. R. Alton Sr. for $22,000. Mr Thomson will now be sole owner. Granted May 19.

KDSK Denison, Tex.—B. V. Hammond Jr. & L. Hendrick d/b as Radio Station KDSK granted voluntary assignment of license to KDSK Inc. No consideration involved as each partner retains identical interest in new corporation. Granted May 13; announced May 18.

KUTA Salt Lake City—Utah Bcstg. & Tv Co. granted involuntary assignment of license and CP to Frank C. Carman, Grant R. Wrathal, Edna O. Powers, individually and as guardian of Sharon Lee Powers, and Continental Bank & Trust Co. (25%), administrator of the estate of David G. Smith, deceased, d/b as Utah Bcstg. & Tv Co. Granted May 12; announced May 18.

WDBJ-AM-FM Roanoke, Va. — Times-World Corp. granted involuntary transfer of control to First National Exchange Bank of Roanoke (49%), executor and trustee of the estate of J. P. Fishburn, deceased. Granted May 12; announced May 18.

APPLICATIONS

KWRF Warren, Ark.—Paul Fiser and John G. Rye d/b as Pines Bcstg. Co. seeks voluntary assignment of license to Paul Fiser, John G. Rye and Lee Reaves d/b as Pines Bcstg. Co. through sale of ⅓ interest to Mr. Reaves for $10,000. Mr. Reaves is KWRF manager. Filed May 11.

KOCS, KEDO-FM Ontario, Calif.—Mrs. Jerene Appleby Harnish, Carlton R. Appleby, Walter Axley, Ernest Atkinson, Andrew B. Appleby & Ralph Fairchild d/b as The Daily Report Co. seeks voluntary assignment of license to same group. Mrs. Harnish gives 2% interest to each of her sons, Carlton R. Appleby (17½%), and Andrew B. Appleby (5½%). Filed May 10.

WJPR Greenville, Miss.—Thomas H. Golding Sr., Thomas H. Golding Jr., Emmet Holms McMurry Jr. and Frank Wilson Baldwin d/b as Radio Service Co. seeks voluntary assignment of license to Emmet Holmes McMurry Jr. and Frank Wilson Baldwin d/b as Radio Service Co. Messrs. Golding Sr. and Jr. sell ⅓ interest for $50,000. Filed May 11.

KDKD Clinton, Mo.—Clinton Bcstg. Co. seeks voluntary acquisition of control by David M. Segal through purchase of remaining nine shares of stock from Lee E. and Jeanne F. Baker for $7,800. Mr. Segal will now be sole owner. Mr. Segal owns KUDL Kansas City, Mo., 77½% of WGVM Greenville, Miss., and 79% of KTFS Texarkana, Tex. Filed May 17.

KOKO—Warrenburg, Mo.—Clinton Bcstg. Co. seeks voluntary assignment of license to Lee E. and Jeanne F. Baker d/b as Warrensburg Bcstg. Co. through purchase by the company of 16 shares of stock in exchange for $14,194 assets of the company allocable to KOKO operation. Lee E. and Jeanne F. Baker are owners of KLEE Otumwa, Iowa. Filed May 17.

KGVO-TV Missoula, Mont.—Mosby's Inc. seeks modification of CP for vhf ch. 13 to change ERP to 39.6 kw visual, 21.4 kw aural. Filed May 14.

WKNY Kingston, N. Y.—Kingston Bcstg. Corp. seeks assignment of license to J. K. C. Bcstg. Corp. No consideration involved as stockholders retain identical interests as purpose of application is to change from New Hampshire corporation to New York corporation. Filed May 11.

WJNC—Jacksonville, N. C.—Lester L. Gould seeks voluntary assignment of license to Greater Carolinas Tv & Radio Industries Inc., a corporation in which Mr. Gould retains 99.99% interest. Filed May 14.

KVKM Monahans, Tex.—Monahans Bcstrs. seeks voluntary transfer of control to J. Ross Rucker, Joe Vandivere, and G. C. Greenlee through sale of all stock for $10,000. Mr. Rucker is KVKM manager, and Mr. Greenlee is food store manager. Filed May 17.

WJWS South Hill, Va.—Mecklenburg Bcstg. Corp. seeks voluntary assignment of license to Old Belt Bcstg. Corp. for $50,000 and assumption of obligations for $4,800. Principals include President **C. D. Pennington Jr.** (3%), farm supplies; Vice President **W. R. Kirkland** (7.5%), soft drinks bottler; Secretary **W. B. Hofler** (7.5%), WJWS station manager; **J. C. Oakley** (14.9%), department store owner; **F. E. Watkins** (14.9%), real estate, auto dealer, lumber; **R. E. Daniels Jr.** (14.9%), wholesale oil distributor. Filed May 11.

Hearing Cases . . .

INITIAL DECISIONS

Jefferson City, Mo.—Vhf ch. 13 proceeding. FCC hearing examiner William G. Butts issued initial decision looking toward grant of the application of Jefferson Television Co. for a CP for new tv station in Jefferson City, Mo., on ch. 13. Action May 19.

Oxford, Miss.—FCC hearing examiner Fanney N. Litvin issued an initial decision looking toward denial of the application of Ole Miss Broadcasting Co. Inc. for a CP for new am station in Oxford, Miss., on 1230 kc, 100 w, unlimited. Action May 19.

OTHER ACTIONS

Phoenix, Ariz.—Vhf ch. 3 proceeding. FCC Comr. John C. Doerfer dismissed with prejudice bid of KTAR for new tv station on vhf ch. 3 and retained in hearing application of Arizona Tv Co. Action May 18.

Little Rock, Ark.—Vhf ch. 11. By Memorandum Opinion and Order, the Commission denied petition filed Oct. 28 by Arkansas Television Co., insofar as it requests enlargement of hearing issues in proceeding involving its application and that of Arkansas Telecasters Inc. for construction permit for new tv station on ch. 11, to add "availability of funds" issue and to direct hearing examiner to require applicants to exchange information regarding their "estimated budgets"; gave examiner authority to enlarge the issues to permit inquiry into the adequacy of funds available. Action May 13.

Esther Blodgett, Harvard, Ill.; Winnebago Bcstg. Co., Rockford, Ill.; WNMP Evanston, Ill.—FCC Comr. John C. Doerfer granted petition of Winnebago for dismissal without prejudice of its application and petition of WNMP for dismissal without prejudice of its application; removed from hearing docket application of Blodgett for new am station. Action May 13.

Estherville, Iowa—Estherville Bcstg. Corp. FCC Comr. John C. Doerfer dismissed without prejudice bid for power boost for KLIL on 1340 kc. Action May 18.

Jefferson City, Mo.—Vhf ch. 13 proceeding. FCC Comr. John C. Doerfer dismissed without prejudice applications of L. H. P. Co., Capitol Tv Corp. for new tv stations on vhf ch. 13 and retained in hearing bid of Jefferson Tv Co. Action May 18.

Petersburg, Va.—Vhf ch. 8 proceeding. By Memorandum Opinion and Order, the Commission denied petition filed Nov. 18 by Petersburg Television Corp. seeking inclusion in its hearing with Southside Virginia Telecasting Corp. an issue with respect to comparative coverage. Each seeks new tv station on ch. 8 in Petersburg, Va. Action May 13.

Hearing Calendar . . .

May 24

Miami Beach Fla.—Vhf ch. 10, further hearing before Examiner Herbert Sharfman—WKAT, L. B. Wilson Inc., North Dade Video Inc., Public Service Television Inc.

Buffalo, N. Y.—Vhf ch. 7, hearing conference before Examiner H. Gifford Irion—WWOL, WKBW-TV, Great Lakes Television Inc.

San Antonio, Tex.—Vhf ch. 12, further hearing before Examiner James D. Cunningham—KONO, Howard W. Davis tr/as The Walmac Co.

May 27

Columbus, Miss. — WCBI, WHBQ Memphis, Tenn.

Hatfield, Ind.—Vhf ch. 9, before Examiner Thomas H. Donahue—WOMI, WVJS Owensboro, Ky.

May 28

Wichita Falls, Tex.; Lawton, Okla.—New am, 1050 kc, before Examiner Thomas H. Donahue—W. Erle White tr/as White Radio Co., Wichita Falls, Lawton Bcstg. Co., Progressive Bcstg. Co., Lawton.

Whitefish Bay, Wis.—Vhf ch. 6, before Examiner J. D. Bond—WMIL Milwaukee, WISN Milwaukee, Independent Television Inc.

Routine Roundup . . .

May 13 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Providence, R. I., Channel 16 of Rhode Island Inc.—Granted petition for extension of time to and including May 14 in which to file exceptions to initial decision in re applicaton of Cherry & Webb Bcstg. Co., applicant for ch. 12 (Docket 8737), and dismissed petition filed May 4 which requested extension of time to either of two different dates.

Chief Broadcast Bureau—Granted petition for extension of time to and including May 12 within which a response may be filed to petition of Zenith Radio Corp. for enlargement of the issues in re ch. 2 for Chicago (Dockets 8917 et al).

Chief Broadcast Bureau—Granted petition for extension of time to and include May 13 within which comments and oppositions may be filed with regard to petition of Capital Bcstg. Co., applicant for ch. 5 in Raleigh, N. C., for appeal from an order of hearing examiner establishing future conduct of hearing in this proceeding (Dockets 10861-62).

By Hearing Examiner H. Gifford Irion

Issued a Supplemental Statement and Order amending Order of March 23, in re applications of Radio Station WSOC Inc., et al. for ch. 9 in Charlotte, N. C. (Dockets 8837 et al), and hearing will reconvene on July 8.

On motion filed by counsel for the Broadcast Bureau, continued from May 11 to May 25, the final date for submission of proposed findings in re application of WVCH, James M. Tisdale, Chester, Pa. (Docket 10089; BP-8100).

By Hearing Examiner J. D. Bond

Whitefish Bay, Wis., Independent Television Inc.—Granted motion for extension of time to May 17, for exchange of information pursuant to the McFarland letter in re proceeding for ch. 6 (Dockets 11009 et al).

By Hearing Examiner James D. Cunningham

Granted joint motion of Radio Wisconsin Inc. and Badger Tv Co., applicants for ch. 3 in Madison, Wis., for correction of the transcript of hearing in this proceeding (Dockets 8959, 10641).

By Hearing Examiner Claire W. Hardy

On request of KNBY Newport, Ark., Continued without date the hearing scheduled for May 13, in re its application and those of Tri-State Bcstg. Service and Southern Bcstg. Service Inc., for am stations in Memphis, Tenn. (Dockets 10548 et al).

May 13 Applications

ACCEPTED FOR FILING

Modification of CP

WABJ Adrian, Mich., Gerity Bcstg. Co.—Mod. of CP (BP-6251), as mod., which authorized change in frequency, hours of operation; transmitting equipment and type of transmitter for extension of completion date (BMP-5519).

WOKJ Jackson, Miss., W. L. Kent and J. M. McLendon d/b as Dixieland Bcstg. Co.—Mod. of CP (BP-9010), which authorized new standard broadcast stations for approval of antenna, transmitter location as 1051 High Street, Jackson (BMP-6521).

KLTZ Glasgow, Mont., James C. Carson, Charles L. Scofield and Willard L. Holter d/b as The Glasgow Bcstg. Co.—Mod. of CP (BP-9105), which authorized new standard broadcast station to change type of transmitter and specify studio location as 501 1st Ave., South, Glasgow (BMP-6520).

Modification of License

WGR Buffalo, N. Y., Niagara Frontier Amusement Corp.—Mod. of license to change name to WGR Corporation (BML-1585).

Remote Control

KLTZ Glasgow, Mont., James C. Carson, Charles L. Scofield and Willard L. Holter, d/b as The Glasgow Bcstg. Co.—(BRC-394).

Renewal of License

WJWL Georgetown, Del., Rollins Bcstg. Inc.—(BR-2642).

WAMS Wilmington, Del., Wilmington Tri-State Bcstg. Co.—(BR-1981).

WDEL Wilmington, Del., WDEL Inc.—(BR-141).

WRTA Altoona, Pa., Roy F. Thompson tr/as Thompson Bcstg. Co.—(BR-1702).

WNCC Barnesboro, Pa., North Cambria Bcstrs. Inc.—(BR-2590).

WBVP Beaver Falls, Pa., WBVP Inc.—(BR-1991).

WCNR Bloomsburg, Pa., Columbia-Montour Bcstg. Corp.—(BR-1654).

WCHA Chambersburg, Pa., Chambersburg, Bcstg. Co.—(BR-1302).

WCOJ Coatsville, Pa., Chester County Bcstg. Co.—(BR-2392).

WCMB Harrisburg, Pa., Rossmoyne Corp.—(BR-1887).

WAZL Hazleton, Pa., Hazleton Bcstg. Co.—(BR-815).

WDAD Indiana, Pa., WDAD Inc.—(BR-1234).

WCRO Johnstown, Pa., Century Bcstg. Corp.—(BR-1748).

WJAC Johnstown, Pa., WJAC Inc.—(BR-345).

WARD Johnstown, Pa., Central Bcstg. Co.—(BR-1281).

WLAN Lancaster, Pa., Peoples Bcstg. Co.—(BR-1284).

WLSH Lansford, Pa., Miners Bcstg. Service Inc.—(BR-2780).

WAKU Latrope, Pa., Clearfield Bcstrs. Inc.—(BR-2686).

WFIL Philadelphia, Pa., Triangle Publications Inc. (The Philadelphia Inquirer Division)—(BR-364).

WTEL Philadelphia, Pa., Foulkrod Radio Engineering Co.—(BR-355).

WDAS Philadelphia, Pa., Max M. Leon Inc.—(BR-362).

KYW Philadelphia, Pa., Westinghouse Bcstg. Co.—(BR-562).

KDKA Pittsburgh, Pa., Westinghouse Bcstg. Co.—(BR-338).

WCAE Pittsburgh, Pa., WCAE Inc.—(BR-368).

WPAM Pottsville, Pa., Miners Bcstg. Service Inc.—(BR-1456).

WEEU Reading, Pa., Hawley Bcstg. Co.—(BR-802).

WATS Sayre, Pa., Thompson K. Cassel—(BR-2493).

WGBI Scranton, Pa., Scranton Bcstrs. Inc.—(BR-373).

WPIC Sharon, Pa., Sharon Herald Bcstg. Inc.—(BR-984).

WMAJ State College, Pa., Centre Bcstg. Inc.—(BR-2018).

WKOK Sunbury, Pa., Sunbury Bcstg. Corp.—(BR-348).

WJPA Washington, Pa., Washington Bcstg. Co.—(BR-1173).

WNAE Warren, Pa., Northern Allegheny Bcstg. Co.—(BR-1443).

WBRE Wilkes-Barre, Pa., Louis G. Baltimore—(BR-377).

WGR Buffalo, N. Y., Leo J. Fitzpatrick & I. R. Lounsberry. Amended to change name to Niagara Frontier Amusement Corp. and then to WGR Corp.—(BR-223).

WNEW New York, WNEW Inc. Amended to change applicant name to WNEW Bcstg. Co.—(BR-1049).

License for CP

WABT (TV) Birminghom, Ala., The Television Corporation—License to cover CP (BPCT-847) as mod. which authorized changes in facilities of existing tv station. (BLCT-200).

KTLN Denver, Colo., Radio Station KTLN Inc.—License to cover construction permit (BP-8840) as modified which authorized change frequency, install new transmitter, DA for day and night use, change hours of operation to Unlimited and change transmitter location and increase in power. (BL-5304).

WBEU Beaufort, S. C., Louis M. Neale, Jr. and John M. Trask, d/b as Beaufort Bcstg. Co.—License to cover construction permit (BP-8794 as modified) which authorized new standard broadcast station. (BL-5301).

KCCT Corpus Christi, Tex., International Radio Co.—License to cover construction permit (BP-8736 as modified) which authorized new standard broadcast station. (BL-5303).

KFST Fort Stockton, Tex., Clyde E. Thomas and George T. Thomas, d/b as Fort Stockton Bcstg. Co.—License to cover construction permit (BP-8290 as reinstated and modified) which authorized new standard broadcast station (BL-5302).

May 17 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Millard F. French

Chief Broadcast Bureau—Dismissed as moot petition for extension of time to file certain pleadings in the proceedings in re applications of Cowles Bcstg. Co. and Murphy Bcstg. Co., for ch. 8 in Des Moines, Iowa (Dockets 8897, 8900).

Des Moines, Iowa, Murphy Bcstg. Co.—Accepted proposed corrections to the transcript in re proceeding for ch. 8 (Docket 8900, etc.).

By Hearing Examiner Elizabeth C. Smith

WCUE Akron, Ohio, Akron Bcstg. Corp.—Granted motion insofar as it requests continuance of hearing from May 20 to July 1, in re application for am CP (Docket 10851; BP-8478).

By Hearing Examiner Herbert Sharfman

Estherville, Iowa, Estherville Bcstg. Corp.—On the Examiner's own motion, continued indefinitely the hearing scheduled for May 18 in re application for am CP (Docket 10820), in order

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to afford time for Motions Commissioner to act on petition to dismiss application.

By Hearing Examiner H. Gifford Irion

Granted motion of Great Lakes Television Inc., Buffalo, N. Y., in part, as follows: the date for exchange of the affirmative exhibits is continued from May 17 to May 24, but the hearing conference will be advanced from May 27 to May 24, in re proceeding for ch. 7 in Buffalo, N. Y. (Dockets 10968 et al).

By Hearing Examiner Charles J. Frederick

Ordered resumption of hearing on May 19 in re applications of City of Jacksonville et al, for ch. 12 in Jacksonville, Fla. (Dockets 10833 et al).

By Hearing Examiner James D. Cunningham

WDMG Douglas, Ga., WDMG Inc.; WERD Atlanta, Ga., Radio Atlanta, Inc.; Hartselle, Ala., Dorsey Eugene Newman—On joint petition of applicants, granted continuance of hearing May 17 to June 17, in re applications for am CP's (Dockets 10638-40).

San Antonio, Tex., The Walmac Co.—Granted request to dismiss its motion filed May 12, to strike certain information submitted by Mission Telecasting Corp. which was descriptive of the program proposal specified in its application (Dockets 11000-01) (ch. 12).

May 17 Applications

ACCEPTED FOR FILING

Renewal of License

WDOV Dover, Del., Delaware State Capital Bcstg. Corp.—(BR-2245).

WMLV Milleville, N. J., Union Lake Bcstrs. Inc.—(BR-2926).

WHLI Hempstead, N. Y., FM Bcstg. Corp.—(BR-1565).

WLIB New York, N. Y., New Bcstg. Co.—(BR-216).

WKBS Oyster Bay, N. Y., Key Bcstg. System Inc.—(BR-2336).

WLNA Peekskill, N. Y., Highland Bcstg. Corp.—(BR-2197).

WESB Bradford, Pa., Radio Station WESB—(BR-1532).

WGCB Red Lion, Pa., John M. Norris—(BR-2555).

KFSC Denver, Colo., Francisco V. (Paco) Sanchez.—(BRC-400).

WTUX Wilmington, Del., Port Frere Bcstg. Co.—(BRC-401).

WHOW Clinton, Ill., Cornbelt Bcstg. Co.—(BRC-392).

WKAI Macomb, Ill., The Macomb Bcstg. Co.—(BRC-398).

KTIS Minneapolis, Minn., Northwestern Schools, Bible College, College of Liberal Arts, Theological Seminary—(BRC-395).

WRBC Jackson, Miss., Rebel Bcstg. Co. of Mississippi—(BRC-386).

KNAF Fredericksburg, Tex., Gillespie Bcstg. Co.—(BRC-399).

KMHT Marshall, Tex., Marshall Bcstg. Co.—(BRC-397).

WDUZ Green Bay, Wis., Green Bay Bcstg. Co.—(BRC-396).

Modification of CP

WJBK Detroit, Mich., Storer Bcstg. Co.—Mod. of construction permit (BP-6235) as mod., which authorized change in frequency, increase in power, installation of new transmitter and DA for day and night use and change transmitter location for extension of completion date (BMP-6524).

WFAR Farrell, Pa., Sanford A. Schafitz—Mod. of construction permit (BP-7942) as mod., which authorized new standard broadcast station to change type transmitter and change studio location to Hoelzle Road, Farrell, Pa. (BMP-6525).

KTVI (TV) Nampa, Idaho, Idaho Broadcasting and Television Co.—Mod. of CP (BPCT-1298) as mod., which authorized new tv stations for extension of completion date to 11-11-54. (BMPCT-2101).

KFAZ (TV) Monroe, La., Delta Television Inc.—Mod. of CP (BPCT-1204) as mod., which authorized new tv stations for extension of completion date to 12-1-54. (BMPCT-2106).

May 18 Decisions

BROADCAST ACTIONS

Actions of May 14

Granted License

WPFP Park Falls, Wis., M & N Bcstg. Co.—Granted license covering increase in power; 1450 kc, 250 w, U (BL-5278).

KJEF Jennings, La., Jennings Bcstg. Co.—Granted license covering change in hours of operation and installation of DA for night use only; condition 1290 kc, 500 w, U, DA-N (BL-5205).

WNDR Syracuse, N. Y., Syracuse Bcstg. Corp.—Granted authority to transmit baseball games from Syracuse to Station CFRA, Ottawa, Canada (BFP-249).

Modification of CP

WGR-TV Buffalo, N. Y., Niagara Frontier Amusement Corp.—Granted Mod. of CP to change corporate name to WGR Corp. (BMPCT-2102).

The following were granted Mod. of CP's for extension of completion dates as shown:

KFAZ (TV) Monroe, La., to 12-1-54; KGNC-TV Amarillo, Tex., to 12-8-54; KNXT (TV) Hollywood, Calif., to 12-4-54; KBAK-TV Bakersfield, Calif., to 12-10-54.

Actions of May 13

Remote Control

WTPR-FM Paris, Tenn., Paris Bcstg. Co.—Granted authority to operate transmitter by remote control.

Actions of May 12

Modification of License

WGR Buffalo, N. Y., Niagara Frontier Amusement Corp.—Granted Mod. of license to change name to WGR Corp. (BML-1585).

Granted License

WSGN-FM Birmingham, Ala., Jemison Bcstg. Co.—Granted license covering changes in fm station (BLH-962).

KMPC Los Angeles, Calif., KMPC, The Station of the Stars—Granted extension of authority to modulate transmitter with audio tones between 30 and 35 cycles with approx. 25% modulation in order to test Civil Defense alerting unit for the city of Los Angeles, to June 15.

Modification of CP

WAMY Amory, Miss., Charles C. Boren Jr.—Granted Mod. of CP for approval of antenna, transmitter location, specify studio location and change type transmitter; condition (BMP-6515).

WNTM Vero Beach, Fla., Central Florida Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio location; conditions (BMP-6474).

Actions of May 10

Granted License

WHPR (FM) Highland Park, Mich., School District of the City of Highland Park, Michigan—Granted license to cover CP (BPED 250) which replaced expired permit for noncommercial educational station (BLED-149).

Modification of License

KTIS-AM-FM Minneapolis, Minn., Northwestern Theological Seminary and Bible Training School—Granted Mod. of license to change name to Northwestern Schools-Bible College, College of Liberal Arts, Theological Seminary (BML-1584; BMLH-75).

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Remote Control

The following stations were granted authority to operate transmitters by remote control:

KOSY Texarkana, Ark.; WHHM Memphis, Tenn.; KUNO Corpus Christi, Tex.; WPIT Pittsburgh, Pa.; KXKX San Francisco, Calif.

Modification of CP

KHOB Hobbs, N. Mex., Lee County Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio location and change type transmitter; condition (BMP-6514).

The following were granted Mod. of CP's for extension of completion dates as shown:

WTOP-TV Washington, D. C., to 12-6-54; KPLA Los Angeles, Calif., to 8-8-54; WWOL-FM Buffalo, N. Y., to 6-1-54; WSTV (TV) Steubenville, Ohio, to 7-30-54; WNXT Portsmouth, Ohio, to 8-15-54.

May 18 Applications

ACCEPTED FOR FILING

License for CP

KGMC Englewood, Colo., Grady Maples and R. B. McAlister d/b as The McMa Agency—License to cover CP (BP-8778), as mod., which authorized change frequency (BL-5299).

WRIC Richlands, Va., Clinch Valley Bcstg. Corp.—License to cover CP (BP-8863), as mod., which authorized new standard broadcast station (BL-5291).

WAFC Staunton, Va., Lloyd Gochenour, Willard F. Ganoe and Charles E. Heatwole, A Partnership d/b as American Home Bcstg. Co.—License to cover CP (BP-8713), as mod., which authorized new standard broadcast station (BL-5297).

WTPR-FM Paris, Tenn., Paris Bcstg. Co.—License to cover CP (BPH-1915), which authorized new fm station (BLH-965).

KDYL-FM Salt Lake City, Utah, Intermountain Bcstg. & Tv Corp.—License to cover CP (BPH-1886), which authorized changes in licensed station (BLH-964).

Remote Control

WSCR Scranton, Pa., Lackawanna Valley Bcstg. Co.—(BRC-403).

WBRE Wilkes-Barre, Pa., Louis G. Baltimore—(BRC-402).

Renewal of License

WWOL Buffalo, N. Y., Leon Wyszatycki tr/as Greater Erie Bcstg. Co.—(BR-1745).

WXRA Kenmore, N. Y., Edwin R. Sanders and Thaddeus Podbielniak, d/b as Western New York Bcstg. Co.—(BR-1944).

WQXR New York, N. Y., Interstate Bcstg. Co.—(BR-1021).

KDPS (FM) Des Moines, Iowa, Independent School District of Des Moines, Iowa—(BRED-90).

WUSC-FM Columbia, S. C., The Extension Division of the U. of S. C.—(BRED-100).

WFBM-TV Indianapolis, Ind., WFBM Inc.—(BRCT-86).

WCAU-TV Philadelphia, Pa., WCAU Inc.—(BRCT-10).

WFIL-TV Philadelphia, Pa., Triangle Publications Inc. (The Philadelphia Inquirer Division)—(BRCT-28).

WFAA-TV Dallas, Tex., A. H. Belo Corp.—(BRCT-33).

Modification of CP

KSBR (FM) San Bruno, Calif., Television Diablo Inc.—Mod. of CP (BPH-1018) for extension of completion date (BMPH-4916).

WRBL-FM Columbus, Ga., Columbus Bcstg. Co.—Mod. of CP (BPH-1888), which authorized changes in licensed station for extension of completion date (BMPH-4917).

KTIS-FM Minneapolis, Minn., Northwestern Theological Seminary and Bible Training School—Mod. of license to change name to Northwestern Schools—Bible College, College of Liberal Arts; Thological Seminary (BMLH-75).

KATV (TV) Pine Bluff, Ark., Central-South Sales Co.—Mod. of CP (BPCT-1479), as mod., which authorized new tv station extension completion date 6-17-54 (BMPCT-2110).

KBAK-TV Bakersfield, Calif., Bakersfield Bcstg. Co.—Mod. of CP (BPCT-1165), as mod., which authorized new tv station extension completion date 12-10-54 (BMPCT-2107).

KJFO (TV) Fresno, Calif., O'Neill Bcstg. Co.—Mod. of CP (BPCT-1194), as mod., which authorized new tv station extension completion date 12-1-54 (BMPCT-2112).

WOC-TV Davenport, Iowa, Central Bcstg. Co.—Mod. of CP (BPCT-1021), as mod., which authorized tv station extension completion date to 10-11-54 (BMPCT-2111).

KQTV (TV) Fort Dodge, Iowa, Northwest Tv Co.—License to cover CP (BPCT-1234), as mod., which authorized new tv station (BLCT-202).

KNOE-TV Monroe, La., James A. Noe—License to cover CP (BPCT-1211), as mod., which authorized new tv station (BLCT-199).

WGR-TV Buffalo, N. Y., Niagara Frontier Amusement Corp.—Mod. of CP (BPCT-1746) which authorized new tv station to change corporate name from Niagara Frontier Amusement Corp. to WGR Corp. (BMPCT-2102).

KGNC-TV Amarillo, Tex., Globe-News Pub. Co.—Mod. of CP (BPCT-769), as mod., which authorized new tv station extension completion date to 12-8-54 (BMPCT-2109).

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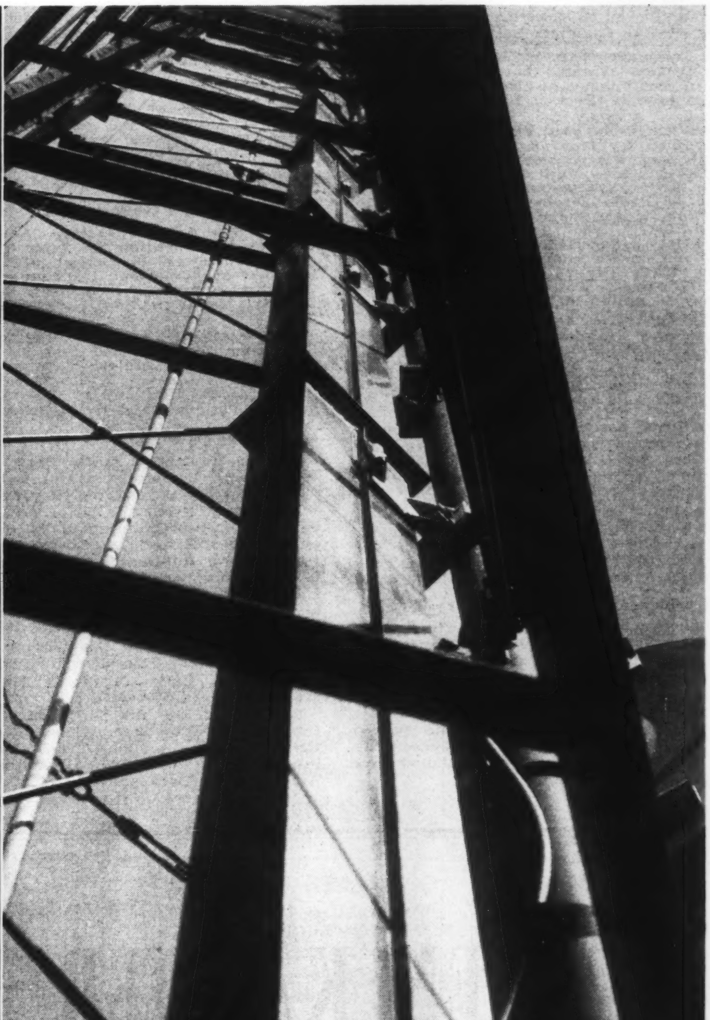

May 19 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

Texas Telecasting Inc., Big Spring Bcstg. Co., Big Spring Tex.—Granted motion of Texas Telecasting for continuance of hearing re ch. 4 from June 1 to June 21 (Dockets 10995-96). (Action of 5/18).

Howard King., Mayport, Fla.—Continued hearing scheduled for May 18, in re Show Cause Order directed toward Howard King, Mayport, Fla. (Docket 10955), until the Commission has acted on the pending motion of the Chief Safety and Special Radio Services Bureau requesting final action to be taken in this proceeding. (Action of 7/17).

Chief Safety & Special Radio Services Bureau—Granted motion for continuance of hearing in re Show Cause Order directed toward Miller M. Darce, Aransas Pass, Tex. (Docket 10956), from May 18 until a date later to be specified. (Action of 5/14).

By Hearing Examiner Herbert Sharfman

On request of WKAT Inc., Miami Beach, Fla., continued from May 19 to May 24 the further hearing conference in re proceeding for ch. 10 in Miami (Dockets 9321 et al).

By Hearing Examiner Fanney N. Litvin

Arkansas Tv Co., Little Rock, Ark.; Ark. Telecasters Inc., No. Little Rock, Ark.—Amended Order After Hearing Conferences dated Nov. 13, so as to add the following: The next record session of this proceeding is hereby scheduled for June 22, at which time opportunity will be afforded the parties to offer in evidence the respective written direct examination of witnesses presented to examiner and distributed to each other on Jan. 15, etc. (Dockets 10610, 11).

By Hearing Examiner Charles J. Frederick

Westinghouse Bcstg. Co., WWSW Inc., Pittsburgh Radio Supply House Inc., Pittsburgh, Pa.—On motion of applicants ordered that points of reliance in proceeding re ch. 11, be exchanged May 25, and further hearing conference will be held June 2 (Dockets 8694 et al). (Action of 5/17).

Upon agreement of all parties, the further hearing in the ch. 12 proceeding, Jacksonville, Florida (Dockets 10833 et al) is continued from May 19 to May 20. (Action 5/18).

By Commissioner John C. Doerfer

Allegheny Bcstg. Corp., McKeesport, Pa. — Granted petition for an extension of time to May 28, within which motions may be filed to enlarge or change the issues re its application (Docket 7287 et al) for ch. 4.

By Hearing Examiner Isadore A. Honig

Upon request of Chief of the Commission's Broadcast Bureau and agreement by Herald Corp., Omaha, Neb., extended the time for filing responsive pleadings to petition of KFAB Bcstg. Co. for leave to amend its application for ch. 7 (Docket 9009, 10909) from May 17 to May 19.

By Hearing Examiner Herbert Sharfman

Milwaukee Area Telecasting Corp, Milwaukee, Wis.—Granted petition for leave to amend its application for ch. 12 (Docket 10793; BPCT-1578) to reflect an agreement it has entered into with the other applicants (Wisconsin Bcstg. System Inc., et al) and resultant changes in its staffing plans.

Upon request of the UHF Industry Coordinating Committee, extended time for filing comments to June 15 and for filing replies to these comments to June 25, in the matter of Amendment of Sec. 3.658(b) of the Commission's Rules and Regulations (Docket 10989) (Action 5/18).

By Hearing Examiner John B. Poindexter

Greater Huntington Radio Corp., Huntington, W. Va.—By Memorandum Opinion and Order, denied motions by Greater Huntington requesting that the "Evansville" issue be added by the examiner in proceeding involving its application and that of Huntington Bcstg. Corp. for new tv station in Huntington, W. Va., on ch. 13, so as to permit evidence as to funds available to Huntington Bcstg. Corp. will give reasonable assurance that its proposals will be effectuated (Dockets 10863, 10865; BPCT-773, 1762).

Referred to the full Commission Petitions to Intervene filed by Telecasting Inc. and Allegheny Broadcasting Corp. in ch. 4 proceeding for Irwin, Pa., etc. (Dockets 7287, et al).

Referred to the full Commission Petition to Intervene filed by Summit Radio Corp. and by the Chief of the Commission's Broadcast Bureau in proceeding re Akron Broadcasting Corp., Akron, Ohio (Docket 10851).

McFarland Letter

Central City-Greenville Bcstg. Co.; Muhlenberg Bcstg. Co., Central City, Ky.—Designated for hearing in a consolidated proceeding applications of Central City (BP-8951) and Muhlenberg (BP-9174), both requesting new am stations on 1380 kc, 500 w, daytime only.

Voice of Lake Tahoe, Zephyr Cove, Nev.—Designated for hearing application for new am station on 1490 kc, 250 w, U (BP-9108).

May 19 Applications

ACCEPTED FOR FILING

CP

KSBW Salinas, Calif., Salinas Bcstg. Corp.—CP to increase power from 1 kw day and night to 5 kw, day and night; install new transmitter; make changes in the antenna system; change transmitter location and change studio location to 238 John Street, Salinas (BP-9288).

WMTM Moultrie, Ga., N. B. Mills and Douglas J. Turner d/b as Colquitt Bcstg. Co.—CP to increase power from 1 kw daytime to 5 kw and install new transmitter (BP-9289).

WOMI Owensboro, Ky., Owensboro Bcstg. Co.—CP to install old main transmitter as an auxiliary transmitter (at present location of the main transmitter) to be operated on 1490 kc, 250 w for auxiliary purposes only (BP-9284).

WHLS Port Huron, Mich., Harmon LeRoy Stevens, Herman LeRoy Stevens and John F. Wismer d/b as Port Huron Bcstg. Co.—CP to install old main transmitter (at present location of the main transmitter) to operate on 1450 kc, 250 w for auxiliary purposes only (BP-9286).

KUNO Corpus Christi, Tex., KUNO Inc.—CP to make changes in the antenna system (increase in height of tower). Amended to make changes in antenna system (1400 kc) (BP-9144).

WSAZ Huntington, W. Va., WSAZ Inc.—CP for installation of new transmitter as auxiliary transmitter (at present location of the main transmitter) on 930 kc, 1 kw, for auxiliary purposes (BP-9287).

Remote Control

WCLB, Camilla, Ga., Emerson W. Browne, Rossell A. Browne, and Charles L. Browne, Jr., d/b as Cabel Bcstg. Co.—(BRC-404).

Application Returned

WSIM Salem, Ind., Don H. Martin—CP to change frequency from 1220 kc to 1150 kc and increase power from 250 w to 1 kw (no engineering submitted).

Application Dismissed

WILO, Frankfort, Ind., Stephen P. Bellinger, Charles Vandever, Joel W. Townsend, Ben H. Townsend, Morris E. Kemper and T. Keith Coleman, A Partnership d/b as Radio Frankfort—Voluntary assignment of license to Stephen P. Bellinger, Charles Vandever, Joel W. Townsend, Ben H. Townsend, Morris E. Kemper, T. Keith Coleman and Vernon J. Wilson, A Partnership d/b as Radio Frankfort (at request of applicant) (BAL-1751).

Renewal of License

WCBS New York, N. Y., Columbia Bcstg. System Inc.; WINS New York, N. Y., Gotham Bcstg. Corp.—Granted renewal of licenses for stations WINS and WCBS without prejudice to any further action that may be taken in proceedings in Dockets 10786 (for WCBS) and 10787 (for WINS).

The following stations were granted renewal of licenses for the regular period:

WSLS-FM Roanoke, Va.; WPKY Princeton, Ky.; WITZ Jasper, Ind.; KJCF Festus, Mo.; WICE Providence, R. I.; KTFI-FM Twin Falls, Idaho; WABI Bangor, Me.; KSTP St. Paul, Minn.; WKRS Waukegan, Ill.; KFCA Phoenix, Ariz.; KLON Long Beach, Calif.; KSDB-FM Manhattan, Kan.; KSDS San Diego, Calif.; KETC Oretech, Ore.; KVOF-FM El Paso, Tex.; KVSC Logan, Utah; KWAX Eugene, Ore.; WAER Syracuse, N. Y.; WBGO Newark, N. J.; WBGU Bowling Green, Ohio; WBJC Baltimore, Md.; WFSI Lakeland, Fla.; WGBH Boston, Mass.; WHWC Madison, Wis.; WMUB Oxford, Ohio; WSPE Springville, N. Y.; WAAT-FM Newark, N. J.; WABC-AM-FM New York, N. Y.; WBBR Brooklyn, N. Y.; WBEN-AM-FM Buffalo, N. Y.; WBNX New York, N. Y.; WEVD-AM-FM New York, N. Y.; WFAS-FM White Plains, N. Y.; WGBB Freeport, N. Y.; WGSM Huntington, N. Y.; WGY Schenectady, N. Y.; WHAZ Troy, N. Y.; WHBI Newark, N. J.; WHCU-AM-FM Ithaca, N Y.; WHEC Rochester, N. Y.; WHEN Syracuse, N. Y.; WHLD-AM-FM Niagara Falls, N. Y.; WHOM-FM New York, N. Y.; WIBX-AM-FM Utica, N. Y.; WICY Malone, N. Y.; WINR Binghamton, N. Y.; WIRY Plattsburg, N. Y.; WJLK-AM-FM Asbury Park, N. J.; WJOC Jamestown, N. Y.; WJTN-AM-FM Jamestown, N. Y.; WKDN Camden, N. J.; WKNY Kingston, N. Y.; WKRT Cortland, N. Y.; WMGM-AM-FM New York, N. Y.; WMSA-AM-FM Massena, N. Y.; WMTR Morristown, N. J.; WNBC-AM-FM New York, N. Y.; WSLB-AM-FM Ogdensburg, N. Y.; WSNY Schenectady, N. Y.; WTRY Troy, N. Y.; WTTM Trenton, N. J.; WVNJ Newark, N. J.; WVOS Liberty, N. Y.; WWHG-AM-FM Hornell, N. Y.; WWNY-AM-FM Watertown, N. Y.; WWRL-AM-FM New York, N. Y.; WOV New York, N. Y.; WCLI-AM-FM Corning, N. Y.; WCTC New Brunswick, N. J.; WFPG Altantic City, N. J.; WGFM (FM)

(Continued on page 169)

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SAN FRANCISCO 2, CALIFORNIA
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815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
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SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
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* 1953 ARB Projected Readership Survey

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1735 DESALES ST., N.W., WASH. 6, D. C.

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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager, young, ambitious with previous sales and managerial experience small station, for a metropolitan market. Unusual opportunity for manager metropolitan market. Box 359D, B•T.

One kw daytime station has immediate opening for manager. Send picture, complete background, references and salary. Box 409D, B•T.

Have excellent opportunity for radio salesman who seeks sales management and eventual executive management of leading radio station. Location: Hawaii. Address communications, full details closest Headley-Reed office. Applicants will be contacted for personal interview.

Immediate opening for sales manager for 250 watt Mutual affiliate in central Virginia. Prefer young man, with friendly approach and some knowledge of radio. Good potential market—car required. Send all replies to Box 271, Orange, Virginia.

Radio time salesman or sales manager for small Colorado town. Good salary. Announcing ability desirable. Submit references, background first letter. Community Network, Central Office, Montrose, Colorado.

Salesmen

Time salesman. Salary plus commission. Good market. ABC Network. KFRO, Longview, Texas.

Staff announcer, experience preferred, not necessary, must have ability. Play-by-play pays extra. Car advantageous. Salary commensurate with experience and ability. Send full information, salary requirements, photo and audition to KSCB, Liberal, Kansas.

Salesman with successful record in competitive market. Immediate opening, excellent potential good list. See us at convention. Ask for Conklin, McGregor or Whalen at Hotel Sherman. KSTT, Davenport, Iowa.

Fulltime independent kw needs experienced aggressive salesman, no dreamers or floaters. Adequate draw against fine commission. Send photo and background letter to General Manager, WITY, Danville, Illinois.

Salesman at once, man or woman. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Announcers

Combo-program director-morning **personality: Looking for strong idea man with enthusiasm for infusing new life into bread-and-butter side of am-tv operation in coastal New England city. Must also anticipate doing personable early morning DJ show. Salary and talent. Temperament problems and drifters not considered. Box 859C, B•T.**

Salesman or announcers with 1st tickets. Western Ohio. Box 77D, B•T.

Disc jockey with experience and established ratings—good opportunity for right man on 5,000 watt music station—big market, good deal. Box 459D, B•T.

Seasoned disc jockey—first class ticket. Engineering ability secondary. Powerful independent station carrying heaviest commercial schedule city over 100,000. Must be strong air salesman. Must like country music. No musicians desired—we have them. Right man can make about $5,000.00 yearly. Send audition tape and complete information, Manager, KDAV, Lubbock, Texas.

Combo man interested in permanent position. WOZK, Ozark, Alabama.

Experienced announcer for metropolitan Washington, D. C., area independent. Must know how to get results. Send tape or disc and complete resume of experience, WPIK, Alexandria, Virginia.

Help Wanted—(Cont'd)

Announcer for play-by-play sports and staff. Small Colorado town. Good salary. Airmail tape, references and background to Community Network Central Office, Montrose, Colorado.

Technical

Ohio network affiliate of more than **25 years' standing has opening for junior engineer with first class license, age 21-30, experience unnecessary but desirable, am-fm-tv operation. Only individuals who are stable, willing and interested in their work, looking for permanent employment should apply. Furnish complete information, at least four references, and salary requirements in your application. Box 82D, B•T.**

Vhf-tv and am station in midwest needs experienced and inexperienced engineers and operators. Supply data on experience, education and snapshot. Box 340D, B•T.

Engineer. Large east coast city, am-fm. Strong on maintenance, excellent salary, experienced only. 40 hour week. Box 391D, B•T.

First class engineer desired for vacation work 3 to 6 months, New York area. $75.00 for 40 hours. Possibility of permanent employment. Reply, Box 402D, B•T.

Chief engineer for western New York station. Wonderful opportunity for right man to invest in growing station. Send full particulars and photo first letter. Box 450D, B•T.

Chief engineer—Montana's most modern station. 250 watts. Network affiliate. Immediate opennig. **Fine future for right man who can take complete charge. State qualifications, experience. If you can announce send tape. Contact I. A. Elliot, Manager, KATL, Miles City, Montana.**

Combo man. First phone, strong on engineering light on announcing. 250 watt indie. Good living-working conditions. Top pay. Y'all come . . . to Fort Payne, Alabama. Contact George Gothberg, WFPA. Call 1400.

First phone engineer-announcer. Strong on announcing. WGTN, Georgetown, S. C.

Transmitter engineer for summer vacations full time starting May 31 to September 5. Chance of fulltime employment after September in television construction. Contact WINR, Binghamton, New York, immediately.

1st phone engineer—$50.—40 hours. Time and one-half all over 40. WVOT, Wilson, N. C.

Production-Programming, Others

Good local newsman. **Progessive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 601C, B•T.**

Journalism graduates attention. Especially M. U. men. We're looking for a radio news editor with emphasis on local coverage. Latest and complete equipment. Pleasant community and working conditions—some air work required. Top pay for man who can fill the bill. Prefer background, actual radio experience. Apply to Box 374D, B•T.

Local newsbeat man capable of productive, top-flight reporting and some air work for aggressive eastern CBS station in medium market. Split shift, 48 hours, a tough job but salary open to real worker. Box 398D, B•T.

Opportunity male copywriter with announcing experience. Submit samples. KFRO, Longview, Texas.

Experienced continuity writer — **preferably young woman, who can write strong, brisk sales copy. Good salary, good future. Send sample copy, photo and background material to Program Director, WFDF, Flint, Michigan.**

Television

Help Wanted

Managerial

New vhf tv station with CBS affiliation in thriving southern market has opening for young, aggressive sales manager with tv experience. Box 435D, B•T.

Salesmen

Excellent opportunity for experienced television time salesman. Rocky mountain empire area. Send complete resume and recent photo. Box 273D, B•T.

Alert tv time salesman **in a well established vhf station in intermountain west. If you are willing to work hard in a community offering excellent living conditions, here is a better than average salary and commission job. If you are a drifter, desk-sitter, or a telephone-answerer, don't apply. This is a top job and we want a top man. Box 324D, B•T.**

Experienced salesman to sell in competitive market. Must be strong on sales and ideas. Send all replies to Box 939, Anchorage, Alaska.

Amazing 24-hour timeswitch, automatic tape recorder 3¾-7½ enables producers, performers, agencies aircheck without attendant, holiday, week-days. $139.50 guaranteed. Mayo, 111 W. 57th Street, New York, N. Y.

Situations Wanted

Managerial

Mature manager available immediately. **Stress sales and low operating cost. Have money to invest if desired. Box 193D, B•T.**

Management team. Husband, wife take complete charge small station. Practical, profit conscious, mature, experienced. Go anywhere, prefer S. W., West, Rocky Mountains. Would lease or buy-in. Box 342D, B•T.

Manager, presently sales and promotion, southern **ABC metropolitan. Impressive record in two of top five markets against tv competition. Consider association, aggressive promotion minded station, New England or middle Atlantic states only.** $10,000 plus. Available NARTB Convention. Box 369D, B•T.

Manager, mature, sales and program minded, splendid record sales management from 250 watt local to network on highly competitive markets. Box 390D, B•T.

Manager—small or medium size market. 13 years' experience in all phases. 5 years in management. College graduate. Married. Successful record. Will invest. Prefer upper midwest. Box 417D, B•T.

Manager-commercial manager: Now manager in North Carolina . . . ready for advancement. Prefer N. C., S. C. or Virginia. Consider others. Can organize or take over established. Make small investment. Write Box 441D, B•T.

Station manager, radio and/or tv. Fully experienced one of top 75 markets. Emphasis sales and promotion. Possible investor. Not a drifter. Immediately available. Will be at convention. Call in Chicago—Deleware 7-2755 or wire or write Box 445D, B•T.

Sober, experienced manager-salesman will entertain offers from good stations. Want permanent berth. Employed now as commercial manager big town station. Box 446D, B•T.

Salesmen

Experienced salesman-announcer, details and tape by return mail. Box 443D, B•T.

Sales-programming coordinator seeks connection, north. Currently doing daily shows; experienced uhf-vhf programs, sales, promotion, advertising; managerial positions. Mature, creative, responsible. Box 444D, B•T.

Announcers

Sports director. Experienced in all phases radio-television. Employed. Immediate reply. Box 191D, B•T.

Situations Wanted—(Cont'd)

Combo man—3rd class permit, college graduate. Experience light. Can do play-by-play football and baseball. Car, can travel. Strong news, sports, commercials. Box 224D, B•T.

Announcer. First class license, experienced. Northern Ohio or vicinity preferred. Box 334D, B•T.

Professional staffer: 7 years personality dee jay; newsman; copywriter. Competent, dependable, mature. Married. Box 355D, B•T.

Play-by-play sports man with 10 years experience looking for a "break," top-notch dee jay, special events, best of references. Play-by-play a must. $85. plus talent. Write Box 385D, B•T.

College graduate, married, four years varied experience with 1000 watt network affiliate desires radio or television announcing, midwest, upon Naval discharge June 7. Box 397D, B•T.

Crack announcer, voice, personality, single, vet. 6 years experience. 3½ years present station. Best references—work anywhere east coast. Tape on request. Box 401D, B•T.

Experienced, mature announcer. Summer replacement or now thru September. Experienced production, direction, copy. Box 404D, B•T.

Negro staff announcer, DJ, spirituals to sweet music. Draft exempt, dependable, can handle board, news. Disc available. Box 406D, B•T.

Announcer. 5½ years experience. College education. Prefer combination radio and television work. Want job with more opportunity. Available on two weeks' notice. Married. Box 410D, B•T.

Wanted—One staff job in midwest. Good voice, training, lots ambition, no experience. Recent Midwestern Broadcasting graduate. Disc. Box 415D, B•T.

Announcer, experienced newsman, mature, details on request, east or south. Box 416D, B•T.

Newsman-announcer. Mature. Authoritative. Experienced newspapers and radio. Medium city preferred. Box 418D, B•T.

Announcer—Seven years radio, desires tv work. Married, mature, veteran. Tape, photo on request. Best references. Box 422D, B•T.

Experienced announcer, programming, play-by-play, special events. College graduate. Family man. Interested south, southwest location. Box 423D, B•T.

Combo 1st phone, young, experienced, versatile announcer. Sales training, desires position with possible future in sales and management. Presently employed. Available Sept. 15. Box 424D, B•T.

Negro combo man. First class license. Single, 26, own car. Graduate leading radio-television school. Specializing disc shows, newscasts. Box 426D, B•T.

Hillbilly DJ. Stable, knows subject. Have had same sponsor 4 years, 6-day half-hour show, 1kw station. Have written, recorded songs. Feel capable of pulling audience in larger market. Box 427D, B•T.

Newsman with ability for job demanding ability. Am interested only in a good station in a good market that wants a good newsman. Box 428D, B•T.

Student with first, desires summer job. Work anywhere. Box 429D, B•T.

Fifteen years sports, special events, news, jockey. Prefer Pacific Coast. Will travel for right deal. Box 432D, B•T.

Experienced radio-tv singer desires position in same within 30 miles of Pittsburgh. Tape available. Box 434D, B•T.

Experienced, versatile staff announcer, 25, veteran. Auto dealer past 14 months, now wishes to re-enter radio with 6 years am experience. Desires PD position with local station. Can hire staff for new operation. Available immediately, but no hurry. Will consider offers of any description and answer all letters. $100 per week minimum. Box 436D, B•T.

Announcer-experienced, mature. Summer replacement, or now thru Sept. Experienced production, direction, copy. Taught radio. Box 437D, B•T.

Staff and sports announcer, 6 years experience, seeking position with progressive station. Tapes, references available. Box 438D, B•T.

Young experienced morning-night DJ. Knows music, news, staff, board. Box 439D, B•T.

Situations Wanted—(cont'd)

Announcer—Fine voice—college graduate. Ambitious—all phases—Try me! Box 447D, B•T.

Top-flight morning personality with PD and tv experience. Family man with community interests and nigh on to ten years experience. Worth $135. Box 457D, B•T.

Sports director—experienced all play-by-play. Top commentary-interviews-personality sports shows. Good voice—natural sports delivery. 28, family man. Currently program director-sportsman in Florida. Want exclusive sports position. Eight years in business. Minimum yearly income —$6,000. Box 458D, B•T.

Announcer—Good all-around staff man. Strong on news, writing, editing, presenting. Three years experience both radio-tv. Photo, disc available. 27. Box 460D, B•T.

Country, western and gospel music DJ. Licensed, go anywhere. Box 461D, B•T.

Combo man, some experience, wishes local station employment within commuting distance of New York City. Box 463D, B•T.

Rhythm blues, DJ, announcer, colored, single, veteran. 3 years experience, including production N. Y. C. radio . . . close contact with show-recording business. Excellent appearance, references, resume, tape on request. Relocate Box 464D, B•T.

Northeast area. Need good, capable, experienced announcer? DJ? News? Sports? Box 465, B•T.

Negro announcer, DJ. Friendly voice, news, commercials, popular music, interviewing, control board operator, experience, will travel. Box 466D, B•T.

Announcer-college graduate, major broadcasting. Control board experience. 50kw music programming. Married. Vet. 25. Prefer western U. S. Tape, photo, resume, excellent references available. Dick Brooks, 1739½ So. La Brea Ave., Los Angeles 19, Calif.

Six-months experience. Emphasis—DJ, board. Veteran. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

Experienced announcer, third ticket. Strong hillbilly, DJ, sports, news. Veteran. Single. Permanent position. Eastern seaboard. Joseph Mock, 830 N. Stewart Street, Arlington, Va. Jackson 5-5748.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

College physics major, first phone desires summer employment. Limited experience. Amateur, car. Will travel. Box 400D, B•T.

Chief engineer desires change—experienced construction-maintenance-directional, etc. Eastern states. Box 420D, B•T.

Experienced as engineer or chief 250 to 50kw. Available soon. Box 440D, B•T.

Graduate television electronics school. First phone. Available immediately. Will relocate. Box 451D, B•T.

Engineer/administrator, age 33. Sixteen years technical experience, 7 years administration, foreign and domestic. Married, no children. First phone. Overseas assignment preferred. Excellent references. Complete summary on request. Box 454D, B•T.

See Television Situations Wanted Technical regarding am experience. Don Burrows.

Production-Programming, Others

Cherchez la woman audience with feminine slant. Woman writer-producer with original tv shows and integrated commercials. Box 393D, B•T.

Sales-service headache? Let me handle the difficult ones. Young woman to service your accounts. Thoroughly experienced radio-tv sales and continuity. Box 394D, B•T.

Aggressive young man seeks position as program director-announcer. Experienced in all phases of radio. Now employed—good references—1st phone ticket—car. All offers considered and answered. Box 396D, B•T.

Situations Wanted—(Cont'd)

Experienced program director-morning dee jay, looking for step-up. Prefer east coast, north or south. Box 399D, B•T.

Commercial copy—free-lance (might consider staff). Tv-radio. Located N. Y. C. Box 403D, B•T.

Girl—college graduate—experienced radio production, continuity—seeks N. Y. C. job. Box 421D, B•T.

What can you offer woman with terrific success background in radio programming, commentating, sales, merchandising and promotion. Box 442D, B•T.

Television

Situations Wanted

Announcers

Television and radio announcer. 5 years. Presently employed top-rated vhf. Minimum $90. Tape, resume on request. Box 433D, B•T.

Announcer—experienced all phases radio announcing, newscasting, editing-tv background. Desirous of locating with growing tv-am operation. Box 452D, B•T.

Technical

1st class engineer desires 1st class position. Experienced tv transmitter, am control, recording, maintenance. 1st phone, 2nd telegraph, "A" amateur. CREI educated. Member (grade) IRE. Relocate anywhere. Don Burrows, 424 Diversey, Chicago 14, Ill.

Available combo, first phone. Experienced indie and network operation. Good references. Desire job security and future. Box 177, Byron, Minnesota.

(Continued on next page)

For YOUR
PERSONNEL
Needs
LOOK TO
LELAND POWERS
SCHOOL OF
RADIO—TELEVISION—THEATRE

1904-1954
50th
ANNIVERSARY

Broadcast and Advertising executives recognize Leland Powers remarkable leadership in Radio and Television training. Because L.P.S. has trained so many students for successful broadcasting careers—MORE and MORE radio, television, and agency executives are employing MORE and MORE Leland Powers graduates.

Throughout half-a-century, L.P.S. has attained notable prominence for its training in expression through the spoken word. Fifty years old in teaching experience, yet the School is as young and modern in its methods as the newest radio-tv station.

Results are what count!

Make Your Needs Known to Leland Powers.

You can count on results!

LELAND POWERS SCHOOL
GRADUATE RELATIONS DEPARTMENT
25 EVANS WAY, BOSTON 15, MASS.

Situations Wanted—(Cont'd.)

Production-Programming, Others, etc.

Production supervisor, program director-nine years radio and tv. Interested in connection with new tv station. Reliable, steady. Excellent references. Box 358D, B•T.

Graduate Hollywood tv-radio school. Can handle all phases tv-radio production. Basic knowledge video set-up, studio equipment. College graduate, journalism. 1st phone. Tv-radio production desired. Box 407D, B•T.

Producer, experienced theatre, radio; mature, sales-minded. Box 425D, B•T.

Tv producer-director desires relocate southeastern territory. Graduate tv engineering and production schools. Former experience includes theatre projectionist three years, taught all phases tv production. Qualified to instruct production staff for new tv station. Hold first phone. Now rounding out first year as producer-director. Box 430D, B•T.

Tv production: Now producing, directing, filming, vhf station; B.A., Ed.M. Audio-visual education; 6 years photographic research, film production, teaching; single, 29. Resume on request. Prefer educational station. Box 449D, B•T.

Stage director: 15 years experience, graduate of tv school, seeking tv or agency opportunity. Will furnish resume. Larry Dabrow, 1548 North 29th Street, Philadelphia 21, Pa.

For Sale

Stations

Rocky Mountain indie. 1 kw. $60,000. Down $15,000. Box 176D, B•T.

Midwestern network station in excellent market. Priced for quick sale. Building and equipment excellent. Box 405D, B•T.

California network station in substantial, growing market. (City retail sales over 80 million yearly.) Station gross over 138 thousand per year (average 3 years). Operating costs less than $7,000.00 per month. 1954 business good. $125,000.00 buys 100% of corporation including cash, accounts receivable. No debts. Substantial down payment required. Limited terms. Terrific facility for one or two good operators. If interested in 50% or less and have top record as manager, we have party to take balance. Financially qualified principals only. (Confidential.) Box 419D, B•T.

Free list of good radio buys now ready. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300-ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 346D, B•T.

3kw Westinghouse FM3 transmitter, 97.3 mc crystals, 10 loop Collins C-100 antenna, 280 feet Commercial Products line plus fittings, Hewlett-Packard frequency and modulation monitor, 2 RCA turntables and Western Electric 25-B audio console. Box 392D, B•T.

G.E., fm frequency and modulation monitor, type BM-1-A. Three Presto 10-A turntables, Tempco 250-GSC, 250 watt am transmitter and other items. Send for list and prices. Box 411D, B•T.

400 foot EMSCO, supports 6 bay vhf channels 2 thru 6—make offer. Box 412D, B•T.

For Sale

Federal field intensity meter 101-C with loops for 550kc to 3600kc tripod and instruction book. General Radio Co. 916A, R. F. Bridge with modified Supreme Signal generator and Hallicrafter S39 detector. Used but in excellent condition. Best offer. Box 413D, B•T.

Complete Trans-Lux news sign. Spectacular for radio-tv promotion: Priced well below original cost. Box 431D, B•T.

Tower—170 feet, self supporting. Lehigh with beacon and side lights. Dismantled ready for re-erecting. F.O.B. site. Make offer Box 456D, B•T.

2 type FTR 7C26 tubes, one with 100 hours, one 300 hours. $150. takes both. WAKE, Greenville, S. C.

349 foot Truscon tower with base insulator, type C. Recently painted. Ready to ship out August 15. Make offer. Contact WCAW, Charleston, West Virginia. Post Office Box 2791. Telephone 3-7503.

There's money in fm. You buy specialized receivers from us and we help you make money with them. Write Ed Wheeler, WEAW Evanston, Illinois, or see him at NARTB Convention.

No longer needed, guaranteed excellent condition shipped post-paid and insured. 1. General Radio type 1170-A frequency and modulation monitor 97.7 mc. $700.00. 2. Presto T.L.-10 tape drive 7½ and 15. $95.00. 3. RCA type BE-1A variable line equalizer. $95.00. 4. Westinghouse FM-1 transmitter 1-kw 97.7 mc. Low bidder gets it. WISR, Paul Rex, Butler, Pennsylvania.

RCA modulation monitor, type 66A. Make offer. A-1 condition. Radio Station WONW, Defiance, Ohio.

One REL model #707 st. link transmitter and receiver complete with dipole dishes gain 500. 940.5 megacycles original cost $4,000.00. Make us an offer, WOPI, Inc., Bristol, Tennessee.

230' insulated self supporting tower. Suitable for am and fm or tv. $1900. Two bay RCA batwing fm antenna. $300. WPAG-TV, Ann Arbor, Michigan.

Noise and distortion set, B & W audio oscillator #200 and distortion meter #400, guaranteed factory new condition, priced $225.00. for the pair. Frank Keegan, P.O. Box 5, Memphis, Tennessee.

One Blaw Knox insulated self-supporting tower. Type CK, 364'. $5,000.00 dismantled. J. M. Hamilton & Co., Box 2432, Gastonia, N. C.

Wanted to Buy

Stations

1000-watt day, going station, cp or grant—in Mississippi, Arkansas, northern Louisiana or western Tennessee. Box 366D, B•T.

Manager with proven sales record would like to buy or lease a station in the south. Hard worker with references and ability. Box 395D, B•T.

Wanted. Small radio station in Arizona, California, Colorado, Nevada, New Mexico, Utah or Wyoming that $25,000 or less down payment will handle. Twenty years as owner-operator. May Brothers, Brokers since 1914, Binghamton, New York.

Equipment, etc.

FM antenna, Collins or Andrew. Low end of band. Box 201D, B•T.

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

(Or at the Palmer House, during the Convention.)

Wanted to Buy—(Cont'd.)

One Western Electric KS-7596 high voltage transformer, for 355-D1 transmitter. Box 343D, B•T.

1 kw and 5 kw am transmitters. Give make, age and price. Write Box 350D, B•T.

One Western Electric limiting amplifier, model 1126C, new or used. State condition and price. Box 408D, B•T.

Want used 300MM beacon and flasher. Box 455D, B•T.

Interested in used radio and television studio control and recording equipment for advanced training. Communications Department, American University, Washington, D. C.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.

Instruction

FCC operator license quickly. **Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.**

Miscellaneous

Professional television cameras and crews for remote or studio use. Universal Broadcasting Service, 2193 Commonwealth Ave., Boston 35, Mass.

Help Wanted

Announcer

NEED LEADING DJ FOR MORNING

For Number 1 Station in one of the Top Ten Markets, Midwest location. Opportunity unlimited. Must have original ideas and a selling personality! Rush tape, letter and photo to

Box 448D, B•T

Situations Wanted

Managerial

TOP AM-TV EXECUTIVE

20 years experience. Currently employed on one of the highest rated daytime AM-TV programs. Experienced in every phase of AM and 2 years experience in writing and production of TV programs. Would like to leave so-called "Big Time" for peace and security in average market, preferably West or Northwest. Can manage, direct programs, handle public relations or sales promotion. Much contact with agencies; could handle top spot in radio-TV department. Salary dependent upon location and future. Box 462D, B•T.

Television

Situations Wanted

Managerial

SALES MANAGER

Young TV sales executive employed in major market would like opportunity to utilize his eight years of TV production, sales and administrative experience more fully as sales-manager of TV station in smaller, progressive community. Directly responsible for over half million dollars billing per year. Family man. Write Box 453D, B•T.

(Continued from page 164)

Schenectady, N. Y.; WHFM (FM) Rochester, N. Y.; WGNY Newburg, N. Y.; WHAM Rochester, N. Y.; WHDL Olean, N. Y.; WKAL Rome, N. Y.; WKIP Poughkeepsie, N. Y.; WKOP-FM Binghamton, N. Y.; WKRT-FM Cortland, N. Y.; WNBZ Saranac Lake, N. Y.; WRNY (FM) Rochester, N. Y.; WSNJ-FM Nr. Bridgeton, N. J.; WWSC Glens Falls, N. Y.; WBMS Boston, Mass.; KOCS Ontario, Calif.; WABY Albany, N. Y.; WALK Patchogue, N. Y.; WENY Elmira, N. Y.; WGR Buffalo, N. Y.; WHLI Hempstead, N. Y.; WHUC Hudson, N. Y.; WKBS Oyster Bay, L. I.; WMLV Vineland, N. J.; KEDO-FM Ontario, Calif.; WALK-FM Patchogue, N. Y.; WCBS-FM New York, N. Y.; WCTC-FM New Brunswick, N. J.; WENR-FM Chicago; WFLY-FM Troy, N. Y.; WGHF-FM New York, N. Y.; WHDL-FM Olean, N. Y.; WHLI-FM Hempstead, N. Y.; WLOE-FM Leaksville, N. C.; WRRA (FM) Ithaca, N. Y.; WRRC (FM) Cherry Valley Township, N. Y.; WRRD (FM) DeRuyter Twp., N. Y.; WRE (FM) South Bristol Twp., N. Y.; WRRH (FM) Poughkeepsie, N. Y.; WRRL (FM) Weatherfield, N. Y.; WTOA (FM) Trenton, N. J.; WXRC (FM) Buffalo, N. Y.; WLNA Peekskill, N. Y.; WNNJ Newton, N. J.; WYNC-AM-FM New York, N. Y.; WQXR-FM New York, N. Y.; WSNJ Bridgeton, N. J.; WLIB New York, N. Y.; WXRA Kenmore, N. Y.; WWOL Buffalo, N. Y.; WQXR New York, N. Y.; KDPS (FM) Des Moines, Iowa; WUSC-FM Columbia, S. C.; WRUN-AM-FM Utica, N. Y.; WRNY Rochester, N. Y.; WPAT Paterson, N. J.; WOKO Albany, N. Y.; WROW Albany, N Y.; KMTV (TV) Omaha, Neb.; WBEN (TV) Buffalo, N. Y.; WDSU-TV New Orleans; WHAM-TV Rochester, N. Y.; WKTV-TV Utica, N. Y.; WNBF-TV Binghamton, N. Y.; WNBT (TV) New York, N. Y.; WABD (TV) New York, N. Y.; WCBS-TV New York, N. Y.; WKY-TV Oklahoma City, Okla.; WOW-TV Omaha, Neb.; WPIX (TV) New York, N. Y.; WRGB (TV) Schenectady, N. Y.

For Sale

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Miscellaneous

Direct From Atlantic City, N.J.

THE MISS AMERICA PAGEANT

"LIVE" . . . (*exclusively*) on your station

7 Hours of Human Interest
(Sept. 5th - 11th)

(*Including Coverage of Your State Pageant Winner*)

Available on a Pre-Sold Co-op Basis with a

NATIONAL SPONSOR

Get Full Details in Person at NARTB Convention

J. C. Gilmore, Director

THE MISS AMERICA PAGEANT NETWORK
Morrison Hotel Chicago

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

DINGELL BILL TO OUTLAW ALCOHOLIC BEVERAGE AND TOBACCO ADVERTISING

(See GOVERNMENT Section)

H. R. 9153

A Bill

To prohibit the transportation in interstate commerce of advertisements of alcoholic beverages, cigarettes, cigars, smoking tobacco, or chewing tobacco.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

That it shall be unlawful for any manufacturer, wholesaler, or retailer or for the agent, broker, or factor of any of them, engaged in the sale of alcoholic beverages, cigarettes, cigars, smoking tobacco, or chewing tobacco to cause to be transported in the mails or otherwise from any State or Territory or the District of Columbia to any other State or Territory or the District of Columbia any newspaper, periodical, newsreel, photographic film, or record for mechanical reproduction advertising alcoholic beverages, cigarettes, cigars, smoking tobacco, or chewing tobacco or containing the solicitation of an order for alcoholic beverages, cigarettes, cigars, smoking tobacco, or chewing tobacco.

Sec. 2. It shall be unlawful for any publisher or for the agent of any publisher to cause to be transported in the mails or otherwise from any State or Territory or the District of Columbia to any other State or Territory or the District of Columbia any newspaper, periodical, newsreel, photographic film, or record for mechanical reproduction advertising alcoholic beverages, cigarettes, cigars, smoking tobacco, or chewing tobacco or containing the solicitation of an order for alcoholic beverages, cigarettes, cigars, smoking tobacco, or chewing tobacco.

Sec. 3. It shall be unlawful for any common carrier or for any private carrier for hire to transport from any State or Territory or the District of Columbia to any other State or Territory or the District of Columbia any newspaper, periodical, newsreel, photographic film, or record for mechanical reproduction advertising alcoholic beverages, cigarettes, cigars, smoking tobacco, or chewing tobacco or containing the solicitation of any order for alcoholic beverages, cigarettes, cigars, smoking tobacco, or chewing tobacco.

Sec. 4. It shall be unlawful to broadcast by means of any television or radio station for which a license is required by any law of the United States, or for any person operating any such station, to permit the broadcasting of any advertisement of alcoholic beverages, cigarettes, cigars, smoking tobacco, or chewing tobacco or the solicitation of an order for alcoholic beverages, cigarettes, cigars, smoking tobacco, or chewing tobacco.

Sec. 5. No letter, postal card, circular, or pamphlet of any kind containing any advertisement of alcoholic beverages, cigarettes, cigars, smoking tobacco, or chewing tobacco or a solicitation of any order for alcoholic beverages, cigarettes, cigars, smoking tobacco, or chewing tobacco shall be deposited in or carried by the mails of the United States, or delivered by any postmaster or letter carrier, when addressed or directed to any place in any State or Territory of the United States, or the District of Columbia, at which it is by the law in force in the State or Territory or the District of Columbia at the time unlawful to advertise or solicit orders for such products.

Sec. 6. When applied to any advertisement or solicitation of an order, the term "alcoholic beverages", as used in this Act, shall be construed to include any spirituous, vinous, malted, or other fermented liquor, or any compound containing any spirituous, vinous, malted, or other fermented liquor fit to use for beverage purposes as defined by the law of the State or Territory or District of Columbia into which such advertisement or solicitation of an order may be transported. The Postmaster General is authorized and directed to issue annual bulletins or notices giving the names of the States in which it is unlawful to advertise or solicit orders for alcoholic beverages.

Sec. 7. Any person knowingly violating any of the provisions of this Act shall be fined not less than $100 nor more than $1,000 or imprisoned not less than six months nor more than one year, or both; and for any subsequent offense shall be imprisoned not less than one year.

CELLER BILL TO PROHIBIT COMMERCIAL SPONSORSHIP OF CONGRESSIONAL COMMITTEE COVERAGE

(See GOVERNMENT Section)

H. R. 9152

A Bill

To amend the Federal Communications Act of 1934 so as to prohibit commercial sponsorship of televised or radio coverage of congressional hearings or proceedings.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

That the Act of June 19, 1934 (48 Stat. 1064, ch. 652; 47 U. S. C., sec. 151 and the following), as amended, is amended by adding the following section:

"COMMERCIAL SPONSORSHIP OF CONGRESSIONAL PROCEEDINGS

"Sec. 605a. It shall be unlawful for any person or corporation to sponsor commercially the telecast, broadcast, or transmission, whether directly or through such devices as wire recording, tape, moving pictures, or other mechanical means of any of the official meetings, hearings, or other proceedings of any committee or subcommittee of either House of Congress.

"This section shall not prohibit the telecast, broadcast, or transmission of excerpts of any official congressional meeting, hearing, or other proceeding on a regularly scheduled news program, or the full or partial telecast, broadcast, or transmission, by a telecast or broadcast company or by a common carrier, engaged in interstate or foreign communication by wire or radio, when such communication service is furnished without commercial sponsorship as a public service."

MAJOR MARKETS

Southern Network
$150,000.00
Excellent facility located in an area of good growth, retail sales, and potential. Financing is available on this station.

Southwest Regional Network
Owner is desirous of selling or possibility of trading for profitable station in the midwest, north or east. Tax advantages are possible.

If you are at the NARTB Convention please call on us at the Palmer House

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

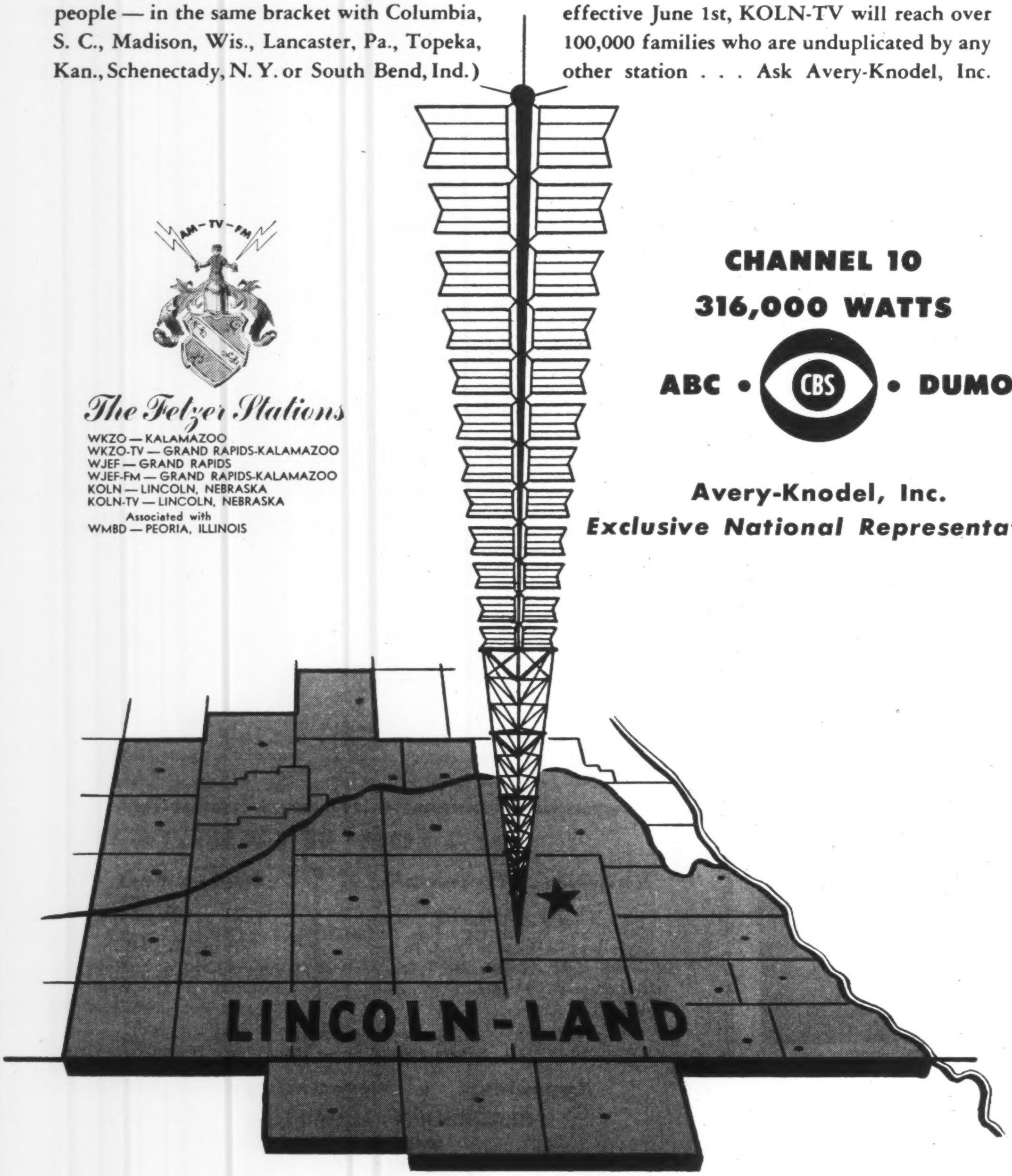
SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

KOLN-TV TOWERS 1000 FEET ABOVE LINCOLN-LAND

NEBRASKA'S OTHER BIG MARKET!

The map below shows Lincoln-Land — 34 counties with 182,982 families. (The city population of Lincoln is more than 100,000 people — in the same bracket with Columbia, S. C., Madison, Wis., Lancaster, Pa., Topeka, Kan., Schenectady, N. Y. or South Bend, Ind.)

Actually, the KOLN-TV tower is 75 miles from Omaha; Lincoln is 58 miles. With our 1000-foot tower and 316,000 watts on Channel 10, effective June 1st, KOLN-TV will reach over 100,000 families who are unduplicated by any other station . . . Ask Avery-Knodel, Inc.



AM-TV-FM

The Felzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

CHANNEL 10
316,000 WATTS

ABC • CBS • DUMONT

Avery-Knodel, Inc.
Exclusive National Representatives

TELESTATUS

May 24, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000
► WBRC-TV (6) NBC; Katz; 219,454
WJLN-TV (48), 12/10/52—Unknown

Decatur†—
WMSL-TV (23) Walker; 12/26/52-6/1/54

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
► WKAB-TV (48) CBS, DuM; Forjoe; 60,800
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 30,200
WSFA-TV (12) Headley-Reed; 3/25/54-9/15/54

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KTYL-TV (12) NBC, DuM; Avery-Knodel; 92,000

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 93,200
► KPHO-TV (5) CBS, DuM; Katz; 93,200

Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 24,306
► KVOA-TV (4) ABC, NBC; Raymer; 24,306

Yuma†—
► KIVA (11) DuM Grant; 18,302

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
American Television Inc. (5) Initial Decision 4/30/54

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
► KARK-TV (4) NBC; Petry
► KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown

Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 68,725

Texarkana—
► KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 58,000
► KERO-TV (10) ABC, CBS, NBC; Avery-Knodel; 109,692

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-May '54 (granted STA April 16)*

Chico—
► KHSL-TV (12) CBS, NBC, DuM; Grant; 42,220

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
KPIC-TV (16) 2/10/54-Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 10,000

Fresno—
► KBID-TV (53) Meeker; 92,052
► KJEO-TV (47) ABC, CBS; Branham; 106,558
► KMJ-TV (24) CBS, NBC; Raymer; 85,841

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
► KABC-TV (7) ABC; Petry; 1,817,177
► KCOP (13) Katz; 1,817,177
► KHJ-TV (9) DuM; H-R; 1,817,177
► KNBH (4) NBC; NBC Spot Sls.; 1,817,177
► KNXT (2) CBS; CBS Spot Sls.; 1,817,177
► KTLA (5) Raymer; 1,817,177
► KTTV (11) Blair; 1,817,177
► KTHE (*28)

Merced†—
KMER (34), 9/16/53-Unknown

Newest Starters

Listed below are the newest stations that have started regular operation:

KGLO-TV Mason City, Iowa (ch.3), May 15.

WGAN-TV Portland, Me. (ch. 13), May 16.

XEJ-TV Juarez (El Paso) (ch. 5), May 17.

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 382,361

Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 73,200
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 384,761

San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 214,771
► KFSD-TV (10) NBC; Katz; 214,771
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 935,700
► KPIX (5) CBS, DuM; Katz; 935,700
► KRON-TV (4) NBC; Free & Peters; 935,700
► KSAN-TV (32) McGillvra

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 66,441

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 430,192

Stockton†—
► KTVU (36) Hollingbery; 76,000
KHOF (13) 2/11/54-6/1/54

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 147,000

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 42,936
► KRDO-TV (13) NBC; McGillvra; 36,000

Denver—
► KBTV (9) ABC; Free & Peters; 209,306
► KFEL-TV (2) DuM; Blair; 209,306
► KLZ-TV (7) CBS; Katz; 209,306
► KOA-TV (4) NBC; Petry; 209,306
*KRMA-TV (*6), 7/1/53-1954*

Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-5/30/54

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 41,350
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown

New Britain—
► WKNB-TV (30) CBS; Bolling; 167,922

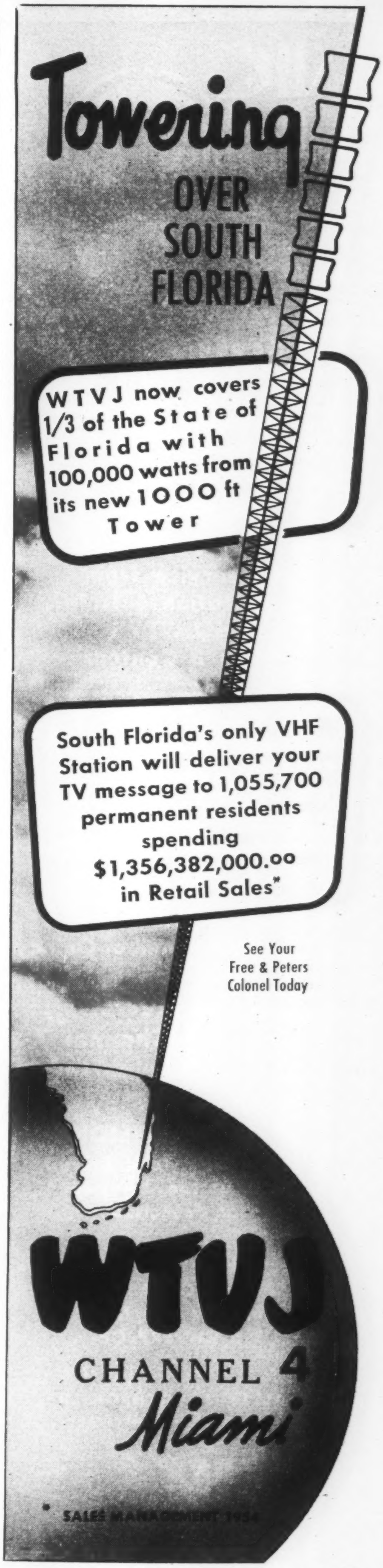
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
*WCTN (*63), 1/29/53-Unknown*

Stamford†—
WSTF (27), 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 124,800

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operation stations; date of grant and commencement target date for grantees.


Towering
OVER SOUTH FLORIDA
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DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 211,522
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 612,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 116,116
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 7,580
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 46,626
► WMBR-TV (4) CBS CBS Spot Sls.; 261,006
WOBS-TV (30) Stars National; 8/12/53-Sept. '54
Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 241,500
WMFL (33), 12/9/53-Unknown
Orlando—
WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 10/14/53-6/1/54
Panama City†—
► WJDM (7) CBS; Hollingbery
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 52,500
► WPFA (15) CBS, DuM; Young; 14,760
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 71,200
Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair Initial Decision 7/13/53
West Palm Beach—
WEAT-TV Inc. (12) Walker; 2/18/54-Fall '54
► WIRK-TV (21) ABC, NBC, DuM; Weed; 23,650
WJNO-TV (5) NBC; Meeker; 11/4/53-8/1/54

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC; Burn-Smith; 41,564
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 89,600
► WRDW-TV (12) CBS; Headley-Reed; 78,000
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 53,849
► WRBL-TV (4) CBS; Hollingbery; 61,471
Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593
Rome†—
► WROM-TV (9) Weed; 94,380
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 26,000
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6), 12/23/53-Unknown
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-6/15/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 33,500
► KIDO-TV (7) ABC, NBC, DuM; Blair; 28,500
Idaho Falls—
► KID-TV (3) CBS, NBC, DuM; Gill-Perna; 25,000
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-8/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 239,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,618,145
► WBKB (7) ABC; Blair; 1,618,145
► WGN-TV (9) DuM; Hollingbery; 1,618,145
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,618,145
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 30,000
Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 80,000
Evanston†—
WTLE (32), 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 142,997
► WTVH-TV (19) ABC, DuM; Petry; 106,405
Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel, 111,000
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 181,623
► WTVO (39) NBC, DuM; Weed; 87,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 67,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 530,630
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 463,200
WISH-TV (8) CBS; Bolling; 1/28/54-7/1/54 (granted STA April 5)
LaFayette†—
► WFAM-TV (59) NBC; Rambeau; 48,600
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Princeton†—
► WRAY-TV (52) Walker; 55,400
South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 105,665
Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54
Waterloo†—
WINT (15) 4/6/53-6/15/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS, DuM; Katz; 227,280
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City†—
► KGLO-TV (3) CBS, DuM; Weed
Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 107,870
KTIV (4) Hollingbery; 1/21/54-8/16/54
Waterloo—
► KWWL-TV (7) ABC, NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
▶ KTVH (12) ABC, CBS, DuM; H-R; 104,309
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
▶ KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 57,565
Topeka—
KTKA (42), 11/5/53-Unknown
▶ WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 49,808
Wichita—
KAKE-TV (10) Hollingbery, 4/1/54-Sept. '54
▶ KEDD (16) ABC, NBC, Petry; 80,457

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
▶ WEHT (50) CBS; Meeker; 42,969
Lexington†—
*WLAP-TV (27) 12/3/53-*See footnote (c)
WLEX-TV (18) 4/13/54-Unknown
Louisville—
▶ WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
▶ WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown
Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
▶ WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54
Lafayette†—
KVOL-TV (10), 9/16/53-7/1/54
KLFY-TV (10), Rambeau; 9/16/53-7/1/54
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
▶ KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
▶ KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 125,000
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Summer '54
▶ WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 250,005
▶ WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
▶ KSLA (12) ABC, CBS, NBC, DuM; Raymer; 39,650

MAINE

Bangor†—
▶ WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 64,000
Murray Carpenter & Assoc. (2) 5/5/54-Unknown
Lewiston—
▶ WLAM-TV (17) CBS, DuM; Everett-McKinney; 19,037
Poland†—
WMTW (8) 7/8/53-Summer '54
Portland—
▶ WCSH-TV (6) NBC; Weed; 89,875
▶ WGAN-TV (13) ABC, CBS; Avery-Knodel
▶ WPMT (53) ABC, CBS, DuM; Everett-McKinney; 40,300

MARYLAND

Baltimore—
▶ WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 543,927
▶ WBAL-TV (11) NBC; Petry; 543,927
WITH-TV (72) Forjoe; 12/18/52-Fall '54
▶ WMAR-TV (2) CBS; Katz; 543,927
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-6/12/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
▶ WMGT (74) DuM; Walker; 134,110
Boston—
WBOS-TV (50) 3/26/53-Unknown
▶ WBZ-TV (4) NBC; Free & Peters; 1,171,111
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
▶ WNAC-TV (7) ABC, CBS, DuM; H-R; 1,171,111
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
▶ WTAO-TV (56) DuM; Everett-McKinney; 118,000
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Pittsfield†—
WBEC-TV (64) 11/12/53-Unknown
Springfield—
▶ WHYN-TV (55) CBS, DuM; Branham; 132,000
▶ WWLP (61) ABC, NBC; Hollingbery; 128,000
Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-Aug. '54
▶ WWOR-TV (14) ABC, DuM; Raymer; 45,640

MICHIGAN

Ann Arbor—
▶ WPAG-TV (20) DuM; Everett-McKinney; 9,400
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) ABC; Weed; see footnote (e)
Bay City (Midland, Saginaw)—
▶ WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160
Cadillac†—
▶ WWTV (13) ABC, CBS, DuM; Weed; 42,772
Detroit—
WCIO-TV (62), 11/19/53-Unknown
▶ WJBK-TV (2) CBS, DuM; Katz; 1,420,500
▶ WWJ-TV (4) NBC; Hollingbery, 1,277,991
▶ WXYZ-TV (7) ABC; Blair; 1,140,000
East Lansing†—
▶ WKAR-TV (*60)
Flint—
WJR Inc. (12), 5/12/54-Unknown
WTAC-TV (16) See footnote (d)
Grand Rapids—
▶ WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 429,984
Kalamazoo—
▶ WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 380,670
Lansing—
▶ WILS-TV (54) ABC, DuM; Venard; 42,000
▶ WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
▶ WKNX-TV (57) ABC, CBS; Gill-Perna; 79,200
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
WPBN-TV (7) Holman; 11/25/53-Unknown

MINNESOTA

Austin†—
▶ KMMT (6) ABC, CBS, DuM; Pearson; 78,925
Duluth† (Superior, Wis.)—
▶ KDAL-TV (3) NBC; Avery-Knodel
▶ WDSM-TV (6). See Superior, Wis.
▶ WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
▶ WCCO-TV (4) CBS, DuM; Free & Peters; 452,300
▶ WTCN-TV (11) ABC; Blair; 427,000
Rochester—
▶ KROC-TV (10) NBC, DuM; Meeker; 70.000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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YORK
LEXINGTON
KEARNEY
LINCOLN
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St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 452,300
► WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 85,607
► WSLI-TV (12) ABC; Weed; 88,650

Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559

Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 110,764
► WGEM-TV (10) See Quincy, Ill.

Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 395,230
► KMBC-TV (9) CBS; Free & Peters; 395,230
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 395,230
► WHB-TV (9) CBS; Blair; 395,230

Kirksville†—
KTVO (3) 12/16/53-6/15/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 99,418

St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-July '54*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 632,998
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
KWK-TV (4) 4/21/54-Unknown

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-6/1/54

Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 44,651
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 10,000

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, DuM; Headley-Reed; 4,100

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 33,000

Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 82,607

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) DuM, NBC; Blair; 237,993

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,720

Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 210,000

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000

Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*

Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC; Hollingbery; 40,000
► KOB-TV (4) NBC, DuM; Branham; 40,548

Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 21,118

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 77,482
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 274,238
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Summer '54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 398,832. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 135,000
*WTVF (*23) 7/24/52-Unknown*
WGR-TV (2) NBC; Headley-Reed; 4/7/54-July '54

Carthage†—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Aug. '54

Elmira—
► WECT (18) NBC; Everett-McKinney; 28,462
► WTVE (24) ABC, CBS, DuM; Forjoe; 31,000

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Jamestown†—
WJTN-TV (58), 1/23/53-Unknown

Kingston†—
WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 1/23/53-5/24/54 (granted STA April 21)

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
New York Municipal Bcstg. System (31) 5/12/54-Unknown

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) NBC; Hollingbery; 210,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 210,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 302,250
► WTRI (35) CBS; Headley-Reed; 79,506

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 345,000

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 139,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 22,500
WLOS-TV (13) Venard; 12/9/53-Aug. '54

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
▶ **WAYS-TV (36) ABC, NBC, DuM; Bolling; 42,000**
▶ **WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 398,591**

Durham†—
WTIK-TV (11) ABC; Headley-Reed; 1/21/54-9/1/54

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WNSC-TV (48) 4/7/54-Summer '54

Goldsboro†—
WTVX (34), 9/30/53-Unknown

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
▶ **WFMY-TV (2) ABC, CBS, DuM; Harrington,** Righter & Parsons; 228,006

Greenville—
▶ **WNCT (9) ABC, CBS, NBC, DuM; Pearson;** 57,032

Raleigh—
▶ **WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 57,840**

Wilmington†—
▶ WMFD-TV (6) NBC; Weed; 25,934
WTHT (3) 2/17/54-Aug. '54

Winston-Salem—
▶ **WSJS-TV (12) NBC; Headley-Reed; 202,954**
▶ WTOB-TV (26) ABC, DuM; H-R; 51,300

NORTH DAKOTA

Bismarck†—
▶ **KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125**

Fargo†—
▶ **WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260**

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
▶ **KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 20,190**

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
▶ WAKR-TV (49) ABC; Weed; 56,199

Ashtabula†—
▶ WICA-TV (15) 20,000

Cincinnati—
WCET (*48) 12/2/53-May '54
▶ WCPO-TV (9) ABC, DuM; Branham; 490,000
▶ WKRC-TV (12) CBS; Katz; 490,000
▶ WLWT (5) NBC WLW Sls.; 490,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
▶ **WEWS (5) CBS; Branham; 1,030,000**
▶ WNBK (3) NBC; NBC Spot Sls.; 878,660
▶ **WXEL (8) ABC, CBS, DuM; Katz; 823,629**
WHK-TV (19) 11/25/53-Unknown

Columbus—
▶ **WBNS-TV (10) CBS; Blair; 307,000**
▶ **WLWC (4) NBC; WLW Sls.; 307,000**
WOSU-TV (*34), 4/22/53-Unknown
▶ WTVN (6) ABC, CBS, DuM; Katz; 373,495

Dayton—
▶ **WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 637,330**
WIFE (22) See footnote (d)
▶ **WLWD (2) NBC; WLW Sls; 310,000**

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
▶ WLOK-TV (73) NBC; H-R; 57,234

Mansfield†—
Fergum Theatres Inc. (36) Initial Decision 5/5/54

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
▶ **WSTV-TV (9) CBS; Avery-Knodel; 1,083,900**

Toledo—
▶ **WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 280,080**

Youngstown—
▶ **WFMJ-TV (73) NBC; Headley-Reed; 115,000**
▶ **WKBN-TV (27) ABC, CBS, DuM; Raymer; 117,777**
WUTV (21) Petry; 9/25/52-Unknown

Zanesville—
▶ **WHIZ-TV (50) ABC, CBS, NBC, DuM; Pear**son; 35,000

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54 (granted STA April 6)

Ardmore†—
John F. Easley (12) 5/12/54-Unknown

Enid†—
KGEO-TV (5) ABC; Pearson; 12/16/53-6/10/54

Lawton†—
▶ KSWO-TV (7) DuM; Everett-McKinney; 46,400

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
KTVX (8) 4/7/54-Unknown

Oklahoma City—
▶ KMPT (19) DuM; Bolling; 93,267
▶ **KTVQ (25) ABC, NBC; H-R; 106,344**
▶ KWTV (9) CBS, DuM; Avery-Knodel; 256,102
▶ **WKY-TV (4) ABC, NBC; Katz; 263,667**
KETA (*13) 12/2/53-Unknown

Tulsa—
▶ **KCEB (23) NBC, DuM; Bolling; 65,000**
▶ **KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100**
KSPG (17) 2/4/54-Unknown

OREGON

Eugene—
▶ KVAL-TV (13) NBC; Hollingbery

Medford—
▶ KBES-TV (5) ABC, CBS, NBC, DuM; Blair

Portland—
▶ **KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283**
▶ **KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 172,571**
Oregon Tv Inc. (12), Initial Decision 11/10/53

Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown

Altoona—
▶ **WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774**

Bethlehem—
▶ **WLEV-TV (51) NBC; Meeker; 67,516**

Chambersburg†—
▶ **WCHA-TV (46) CBS, DuM; Forjoe; 15,500**

Easton—
▶ **WGLV (57) ABC, DuM; Headley-Reed; 75,410**

Erie—
▶ **WICU (12) ABC, NBC, DuM; Petry; 208,500**
▶ **WSEE (35) CBS; Avery-Knodel**
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
▶ **WHP-TV (55) CBS; Bolling; 118,150**
▶ **WTPA (71) NBC; Headley-Reed; 118,150**

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
▶ **WARD-TV (56) Weed**
▶ WJAC-TV (6) CBS, NBC, DuM; Katz; 764,496

Lancaster—
▶ **WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 295,847**
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
▶ **WLBR-TV (15) Pearson; 146,575**

New Castle†—
▶ **WKST-TV (45) DuM; Everett-McKinney; 139,578**

Philadelphia—
▶ **WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667**
▶ WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
▶ **WPTZ (3) NBC; Free & Peters; 1,767,042**

Pittsburgh—
▶ WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls. 963,820
▶ WENS (16) ABC, CBS; Petry; 307,149
▶ WKJF-TV (53) CBS, NBC, DuM; Weed; 300,000
▶ WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
▶ **WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206**
▶ **WHUM-TV (61) CBS; H-R; 175,000**

Scranton—
▶ **WARM-TV (16) ABC; Hollingbery; 150,000**
▶ **WGBI-TV (22) CBS; Blair; 155,000**
▶ **WTVU (73) Everett-McKinney; 150,424**

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SYRACUSE, N.Y.

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► **WBRE-TV (28) NBC; Headley-Reed; 155,000**
► **WILK-TV (34) ABC, DuM; Avery-Knodel; 165,000**

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54

York—
► WNOW-TV (49) DuM; 72,000
► **WSBA-TV (43) ABC; Young; 76,100**

RHODE ISLAND

Providence—
► **WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,109,060**
► **WNET (16) CBS; Raymer**
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 43,900

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► **WCSC-TV (5) ABC, CBS, NBC, DuM; Free &** Peters; 99,079
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/26/54

Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 48,000
► WIS-TV (10) NBC; Free & Peters; 102,572
► WNOK-TV (67) CBS, DuM; Raymer; 48,774

Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54

Greenville—
► **WFBC-TV (4) NBC; Weed; 287,266**
► **WGVL (23) ABC, DuM; H-R; 75,300**

Greenwood†—
WCRS-TV (21) 4/8/53-Unknown

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Sept. '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown

Sioux Falls†—
► KELO-TV (11) ABC, NBC; Raymer; 67,572

TENNESSEE

Chattanooga—
► **WDEF-TV (12) ABC, CBS, NBC, DuM; Branham**

Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54

Johnson City—
► **WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917**

Knoxville—
► **WATE (6) ABC, NBC; Avery-Knodel; 68,998**
► **WTSK (26) CBS, DuM; Pearson; 60,500**

Memphis—
► **WHBQ-TV (13) CBS; Blair; 276,342**
► WMCT (5) ABC, NBC, DuM; Branham; 280,250

Nashville—
► **WSIX-TV (8) CBS; Hollingbery; 188,460**
► **WSM-TV (4) NBC, DuM; Petry; 188,460**

Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/27/54

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 32,073

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 49,309
► KGNC-TV (4) NBC, DuM; Katz; 49,309
KLYN-TV (7) 12/11/53-Unknown

Austin—
► **KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer;** 70,117

Beaumont†—
► KBMT (31) Forjoe
KTRM-TV (6) Initial Decision 7/22/53

Corpus Christi†—
KVDO (22) Young; 1/6/53-6/15/54 (granted STA May 7)
KTLG (43) 12/9/53-Unknown

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 383,721
► **WFAA-TV (8) ABC, NBC, DuM; Petry; 337,000**

El Paso—
► **KROD-TV (4) ABC, CBS, DuM; Branham; 51,483**
► KTSM-TV (9) NBC; Hollingbery; 40,290
KELP-TV (13) Forjoe; 3/18/54-Sept. '54

Ft. Worth—
► **WBAP-TV (5) ABC, NBC; Free & Peters; 372,500**

Galveston—
► **KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 276,000**

Temple—
► **KCEN-TV (6) NBC; Hollingbery; 73,935**

Texarkana (also Texaskana, Ark.)—
► **KCMC-TV (6) ABC, CBS, DuM; Venard; 66,8**

Tyler†—
► **KETX (19) CBS, NBC, DuM; Pearson; 28,405**
KLTV (7) 1/27/54-9/1/54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► **KANG-TV (34) ABC; Pearson; 28,000**

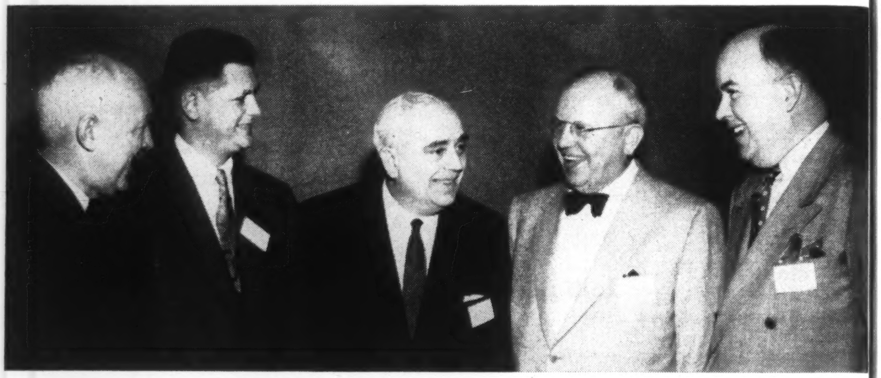
Weslaco†—
► **KRGV-TV (5) NBC; Raymer**

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 64,495
► **KWFT-TV (6) CBS, DuM; Blair; 85,300**

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► **KDYL-TV (4) NBC; Blair; 161,325**
► **KSL-TV (5) ABC, CBS, DuM; CBS Spot Sl 161,325**
KUTV (2) ABC; Hollingbery; 3/26/53-8/1/54



OFFICIAL opening of WSEE (TV) Erie, Pa., was attended by (l to r) Hon. Samuel Y. Rossiter, judge of Common Pleas Court; James R. McBrier, stockholder in WSEE and in WNAO-AM-FM-TV Raleigh, N. C.; Charles Denny, WSEE general manager; Gov. John S. Fine of Pennsylvania, and attorney John English, WSEE stockholder and president of WNAO-AM-FM-TV.

Harlingen†—
► **KGBT-TV (4) ABC, CBS, DuM; Pearson; 33,400**

Houston—
► KNUZ-TV (39) DuM; Forjoe; 77,069
► **KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 303,500**
KTVP (23) 1/8/53-Unknown
► **KUHT (*8) 281,500**
KXYZ-TV (29) 6/18/53-Unknown
KTLJ (13), 2/23/54-Unknown

Longview†—
► **KTVE (32) Forjoe; 20,560**

Lubbock†—
► **KCBD-TV (11) ABC, NBC; Pearson; 53,804**
► **KDUB-TV (13) CBS, DuM; Avery-Knodel; 53,804**
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54

Marshall†—
KMSL (16) 6/25/53-Unknown

Midland—
► **KMID-TV (2) ABC, CBS, NBC, DuM; Venard;** 32,350

San Angelo—
► **KTXL-TV (8) CBS; Venard; 28,035**

San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 192,979
► WOAI-TV (4) NBC; Petry; 192,979
KCOR Inc. (41) O'Connell; 5/12/54-11/1/54

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-Summer '54

VIRGINIA

Danville†—
► **WBTM-TV (24) ABC; Hollingbery; 18,114**

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 97,300

Harrisonburg†—
► **WSVA-TV (3) ABC, CBS, NBC, DuM; Devney 80,182**

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery 113,440

Newport News—
WACH-TV (33) See footnote (d)

Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; Petry; 316,40
► **WTOV-TV (27) ABC, DuM; Forjoe; 102,000**
► **WVEC-TV (15) See Hampton**

Richmond—
WOTV (29) 12/2/53-Unknown
► **WTVR (6) NBC; Blair; 445,984**

Roanoke—
► **WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel;** 255,358

WASHINGTON

Bellingham†—
► **KVOS-TV (12) DuM; Forjoe; 65,806**

Seattle—
► KING-TV (5) ABC; Blair; 351,100
► KOMO-TV (4) NBC; Hollingbery; 351,100
*KUOW-TV (*9) 12/23/53-September '54*
Seattle Construction Co. (20) 4/7/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Spokane—
▶KHQ-TV (6) ABC, NBC; Katz; 71,557
▶KXLY-TV (4) CBS, DuM; Avery-Knodel; 70,404
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
▶KMO-TV (3) Branham; 351,100
▶KTNT-TV (11) CBS, DuM; Weed; 351,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
▶**KIMA-TV (29) ABC, CBS, NBC, DuM; Weed;** 22,073

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown
Charleston†—
▶**WKNA-TV (49) ABC, DuM; Weed; 36,100**
WCHS-TV (8) CBS; Branham; 2/11/54-7/15/54
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
▶**WJPB-TV (35) ABC, NBC, DuM; Gill-Perna;** 33,477
Huntington—
▶WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,792
Parkersburg†—
▶**WTAP (15) ABC, DuM; Forjoe; 24,850**
Wheeling—
WLTV (51) 2/11/53-Unknown
▶WTRF-TV (7) ABC, NBC; Hollingbery; 267,701

WISCONSIN

Eau Claire†—
▶**WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700**
Green Bay—
▶**WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253**
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54
WTLB (38) 12/16/53-Unknown
Madison—
▶**WHA-TV (*21)**
▶**WKOW-TV (27) CBS; Headley-Reed; 41,500**
▶**WMTV (33) ABC, DuM; Meeker; 44,800**
Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54
Milwaukee—
▶**WCAN-TV (25) CBS; Rosenman; 308,750**
▶**WOKY-TV (19) ABC, DuM; Gill-Perna; 287,500**
▶**WTMJ-TV (4) ABC, NBC, DuM; Harrington.** Righter & Parsons; 675,358
Neenah†—
▶**WNAM-TV (42) George Clark**
Superior† (Duluth, Minn.)—
▶KDAL-TV (3). See Duluth, Minn.
▶**WDSM-TV (6) CBS, DuM; Free & Peters; 48,700**
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54
Wisconsin Valley Tv Corp. (7) 5/12/54-Unknown

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
▶**KFBC-TV (5) CBS, NBC; Hollingbery**

ALASKA

Anchorage†—
▶**KFIA (2) ABC, CBS; Weed; 7,000**
▶KTVA (11) NBC, DuM; Feltis; 8,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
▶**KGMB-TV (9) CBS; Free & Peters; 53,000**
▶**KONA (11) DuM; NBC; NBC Spot Sls.; 53,000**
▶**KULA-TV (4) ABC; Headley-Reed**

PUERTO RICO

San Juan†—
▶**WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks**
▶WKAQ-TV (2) CBS; Inter-American; 10,000

CANADA

Kitchener†—
▶CKCO-TV (13) 50,000
London†—
▶**CFPL-TV (10) CBS; 35,000**

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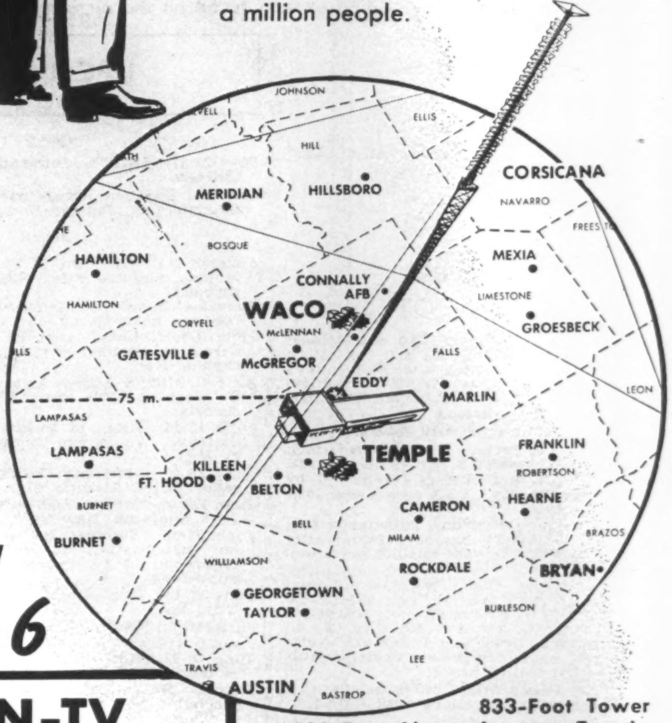
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NBC INTERCONNECTED

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ON HAND as WSPA-TV Spartanburg, S. C., broke ground for its new studio building May 10 were (l to r): A. D. Cudd Jr., board of directors member, Spartan Radiocasting Co., licensee; Paul C. Thomas, board member; Rep. Robert T. Ashmore; Russell D. Lentz, board member; D. S. Burnside, Spartan secretary-treasurer; James A. Chapman, board member; Neville L. Holcombe, Spartanburg mayor, with shovel; Henry Gramling, board member; Walter J. Brown, Spartan president, and State Sen. Charles C. Moore. The ch. 7 station expects to be on the air in early fall.

Montreal—
► **CBFT (2) 143,005**
► **CBMT (6) 143,005**
Ottawa—
► **CBOT (4) 10,100**
St. John, N. B.—
► **CHSJ-TV (4) CBS**
Sudbury†—
► **CKSO-TV (5) ABC, CBS, NBC; All-Canada; 6,728**
Toronto—
► **CBLT (9) 222,500**
Vancouver—
► **CBUT (2) CBS**

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales
Tijuana† (San Diego)—
► **XETV (6) Weed; 241,000**

Total stations on air in U. S. and possessions: 381; total cities with stations on air: 251. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 30,022,188.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 298,375 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) KDZA-TV Pueblo, Colo.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WTAC-TV Flint, Mich.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio, and WACH-TV Newport News, Va., have suspended regular operation, but have not turned in CP's.

(e) WBKZ (TV) Battle Creek, Mich., told FCC it has suspended regular operations until June 1.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS

50 EAST 58th STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405

UPCOMING

MAY

May 23-27: NARTB Convention, Palmer House, Chicago.

May 24: Daytime Broadcasters Assn., membership meeting, Palmer House, Chicago.

JUNE

June 1· National Assn. of Tv & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago.

June 3-4: Senate Communications Subcommittee resumes hearings on uhf, multiple ownership.

June 3-4: National Assn. of Tv & Radio Farm Directors, summer meeting, Hotel Fontenelle, Omaha, Neb.

June 4: Mike & Screen Awards, Radio-Newsreel-Tv Working Press Assn. of New York, Waldorf-Astoria.

June 13-15: Assn. of Independent Metropolitan Stations, Wentworth-by-the-Sea, Portsmouth, N. H.

June 13-16: American Marketing Assn., Ambassador Hotel, Atlantic City.

June 14-16: National Community Tv Assn., Hotel Park Sheraton, New York.

June 16-18: Summer Institute, U. of Michigan law school, study on official control vs. self-regulation of tv, radio, motion pictures and publishing.

June 17-18: D. C.-Maryland Broadcasters, Ocean City, Md.

June 17-19: Florida Assn. of Broadcasters, Biltmore Terrace, Miami Beach.

June 20-23: Advertising Federation of America. Hotel Statler, Boston.

June 21: Hearing on Langer bill (S 3294) to bar alcoholic beverage advertising in interstate commerce, Senate Business & Consumer Interests Subcommittee.

June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.

June 27-30: Advertising Assn. of the West, Hotel Utah, Salt Lake City.

June 28: New York U. begins 6-week summer radio-tv institute.

June 28-30: Newspaper Advertising Executives Assn., Hotel Del Coronado, Coronado, Calif.

June 28-Aug. 6: Summer Institute of Radio & Tv, co-sponsored by NBC and Barnard College, New York.

JULY

July 1-2: North and South Carolina Broadcasters Associations, joint meeting, Ocean Forest Hotel, Myrtle Beach, S. C.

July 1-Aug. 21: Radio-tv institutes, Boston U.

July 24-31: Radio-Tv Workshop, American Baptis Assembly, Green Lake, Wis.

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 25-27: Western Electronic Show & Convention. Ambassador Hotel. Los Angeles.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington, D. C.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

SPECIAL LISTING

BMI Program Clinics

June 7: Royal Alexander Hotel, Winnipeg, Man
June 9: Hotel Saskatchewan, Regina, Sask.
June 11: Hotel MacDonald, Edmonton, Alta.
June 14: Fort Cumberland Hotel, Amherst, N. S
June 14: Hotel Finlen, Butte, Mont.
June 16: Sheraton-Plaza, Boston, Mass.
June 16: Bannock Hotel, Pocatello, Idaho
June 18: Poland Spring Hotel, Poland Spring, Me
June 18: Hotel Utah, Salt Lake City, Utah
June 21: Broadmoor Hotel, Colorado Springs Colo.
June 23: Marvin Hughitt Hotel, Huron, S. D.
June 25: Indianapolis Athletic Club, Indianapolis Ind.

BAB Clinics

June 7: Louisville, Ky.
June 8: Atlanta, Ga.
June 10: Birmingham, Ala.
June 11: Memphis, Tenn.
June 14: New Orleans, La.
June 15: San Antonio, Tex.
June 17: Dallas, Tex.
June 18: Tulsa, Okla.
June 21: Omaha, Neb.
June 22: Des Moines, Iowa.
June 24: Minneapolis, Minn.
June 25: Dakotas.
July 12: Burlington, Vt.
July 13: Boston, Mass.
July 15: Syracuse, N. Y.
July 16: New York City.
July 19: Tampa, Fla.
July 20: Charlotte, N. C.
July 20: Detroit, Mich.
July 22: Richmond, Va.
July 23: Washington, D. C.
July 26: Philadelphia, Pa.
July 27: Pittsburgh, Pa.
July 29: Cleveland, Ohio.
Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 13: San Francisco, Calif.
Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana.
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah.
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

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a complete

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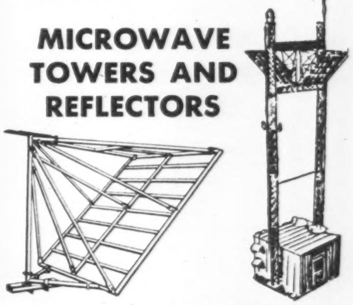

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Tops in Towers

TOWER

Construction Co.

SIOUX CITY, IOWA

editorials

NARTB'S 32d Degree

FOR THE 32d year, the nation's broadcasters and their suppliers convene this week. They are the men beyond the mikes and the cameras who keep 162 million Americans the best informed, best educated and best entertained people in this embattled, explosive, teeming world.

There are no reliable records of the first convention of the National Assn. of Broadcasters. It was held in the fall of 1923 in New York. Eugene F. McDonald Jr., president of Zenith and then operator of Chicago's WJAZ, was the first president. The organization then was a social club, with a two-man office in New York and with no representation in Washington. There were 556 radio stations on the air, but many of these were sharing time, or operating one or two hours a day on the two frequencies then available for broadcasting service. The industry's gross was unknown; there were no statistics. In 1927—the first year of record-keeping—the gross reached the munificent sum of $4,820,000, divided between network ($3,833,000) and national and local spot ($987,000).

Today in Chicago, 32 years later, there are on hand upwards of 3,000 representatives of all phases of broadcasting. The NARTB's membership exceeds 1,800 licensed stations and associate members. The exhibits alone represent a billion dollars in value. And broadcasting and telecasting represent an annual turnover in excess of $1 billion in time, talent and program charges.

In a field so vast, so close to the commonweal, so important to the nation's social and economic well-being, there cannot be complete composure or peaceful contemplation. So at the convention there will be intramural problems, some very real, others exaggerated, but all geared toward making the broadcast arts better and more profitable for their entrepreneurs.

The problems of today are transient. There will inevitably be shifts in the way of doing business. Broadcasting, aural and visual, is a volatile activity. There can be no permanent pattern, except that imbedded in the philosophy of free competitive enterprise.

The broadcast media today are in good hands. Good hands come and go too. Harold E. Fellows has given the NARTB exemplary direction these past three years. He will soon lose his strong right arm with the departure of his administrative vice president, young, brilliant, creative Robert K. Richards, who turns to station ownership and public relations after seven years with NARTB. NARTB soon takes on John F. Meagher, general manager of KYSM Mankato, Minn., as vice president for radio, who has served the association meritoriously for a decade.

The NARTB, like Tennyson's brook, will run on and on. No more stem-to-stern reorganizations of other years. It has achieved stability along with arts it represents so formidably.

As the broadcast media expand their horizons so must the NARTB grow apace. Inexorably in its future is a federation of trade groups under the NARTB banner. Indeed, it approaches that point faster than you think. Happy 32d Convention!

What Can Be Done for Uhf?

LAST WEEK the Senate Communications Subcommittee heard initial testimony on the back-lash of the FCC's 1952 television allocations which finds many uhf stations in economic straits. The hearings will end next month—after the NARTB convention recess.

What the Potter Committee heard in those initial three days was not pleasant. Nor new. Witness after witness testified that uhf is "doomed to die" if there is not prompt relief. A practical solution—satisfying all elements—seems just as unfathomable today as it was before the hearing began.

The aggrieved allege they are the victims, not of their own misdeeds, but of an unbroken series of broken promises—by the FCC, the manufacturers and, by inference, the networks. The FCC majority, speaking through Chairman Hyde, while sympathetic says it cannot wet-nurse the telecasters or control the networks, advertisers or agencies. It stands behind its Sixth Report.

Comr. Frieda B. Hennock, in her role of constant dissenter, goes all out for immediate action, through a "sense of the Senate" resolution, to stop new vhf grants, cut powers and antenna heights for vhf, limit them to their own back-yards, in order to give uhf a chance. Her views did not fall on deaf Senatorial ears.

There is some justification for all of the views thus far expounded. But the question is how to find a feasible solution that will not affect existing service, against which the public unquestionably would rebel, will not perpetuate "monopoly" markets, will mete out justice to those who are in hearing, and at the same time will give legal and proper relief to the sufferers.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Myrtle, you get the beer commercial, I'll take care of the bartender!"

DuMont proposes radical network surgery, if four, rather than two networks are to survive, and with service assured to uhf stations in the first 100 markets.

If usual legislative procedures are followed, weeks or months could elapse before definitive action. The uhf spokesmen feel the patient might not survive. There will be great emphasis, it is evident, on action by agreement with the FCC through use of the good offices of the Senate Committee.

There is seeming agreement that uhf, like vhf, is *good* television. And there is agreement that the cause of uhf could be helped mightily if set manufacturers would agree to produce all-band receivers. That entails suasion, not legislative action.

Why shouldn't the Radio-Electronics-Television Mfrs. Assn., embracing nearly all of the first-line manufacturers, step into the breach? Couldn't it decree that those manufacturers who do not produce uhf-vhf receivers could not use the RETMA emblem?

Manufacturers are not eleemosynary. They are in business for profit. But they certainly know the value of merchandising and promotion. Every uhf station would promote the sale of all-band receivers, and manufacturers thereby would get a wind-fall of free advertising they couldn't afford to buy.

So the set business is competitive. The automobile business is too, but manufacturers across the board add innovations from automatic transmissions and power steering to Kleenex dispensers that the buyer pays for without protest. Certainly the cost of the uhf tuner, factory installed, would be no deterrent.

This is no cure-all. But it is a step, pending an expression from Congress. The Potter Committee can't act until it has heard all the testimony. It cannot afford to dally.

Sick Call

THE GENEROSITY of radio and television stations, networks and talent in broadcasting messages in support of worthy causes is a matter of undeniable fact. We wonder, however, if in one respect generosity is not exceeding reasonable limits.

We refer to the abundance, not to say superfluity, of appeals for public contributions to medical causes. It is impossible to spend more than a few minutes with a television or radio set these days without being urged to send money to fight cancer, tuberculosis, muscular dystrophy, infantile paralysis, cerebral palsy or some other disorder. From casual listening or viewing it is easy to conclude that America may be decimated by a rash of incurable plagues.

The humanitarian motives of those who broadcast such appeals are unassailable, and indeed radio and television have performed wonders in soliciting the money necessary for medical research and treatment. The danger is that such appeals are growing so in number that they are reaching a point of diminishing return. Radio and television would do well to excercise restraint in this regard, before the public develops an indifference to worthwhile projects only because of boredom at being solicited so incessantly.

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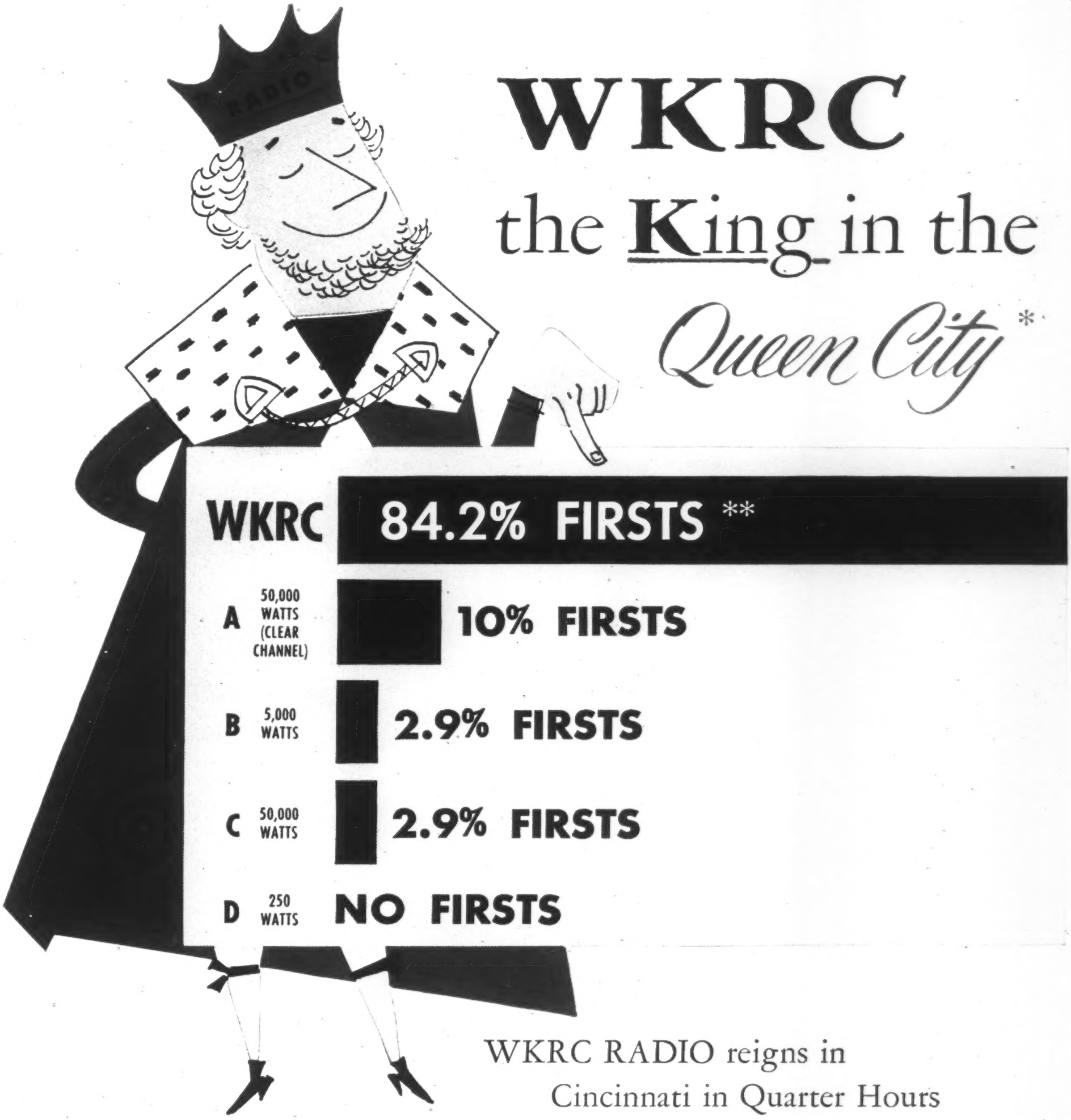
the King in the *Queen City* *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2.9% FIRSTS
C 50,000 WATTS
2.9% FIRSTS
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** Based on 70 one quarter hours daily 6 A. M. 'till midnight. Two quarter hours showing tie ratings not included.

* January-February 1954 Pulse.

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